

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
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LXCVIII, No. 10

NEW YORK, SEPTEMBER 5, 1929

10c. A COPY

Advertising rings the school bell



We were the first advertising agency to give serious and constructive thought to school advertising. We have been at it now nearly sixty years. Today upward of 400 selected educational institutions look to us to help them sell their product—trained minds.

Selling an enrolment in a private school is comparable in money value to selling a medium-priced motor-car. In the last ten years, private schools, whose advertising we have written and placed, have enrolled, from definitely traced inquiries resulting from advertising, 50,352 pupils—a money equivalent of over \$60,000,000. This does not include re-enrolments for subsequent years.

Many matriculants, not directly attributed to advertising, are influenced by "Old grads." One school, as we know, traced at least forty pupils to one boy who was enrolled through advertising.

Some of these schools by vigorous field work would fill their enrolments without advertising. But if advertising produces 50 applicants and the school capacity is 125 the school can exercise the privilege of accepting the best. As a consequence the school raises its standard. It may improve its equipment, add to its prestige.

Thus, truly, has advertising helped to raise the scholastic standards of the private schools of America.

**N. W. AYER
& SON** *Incorporated*

Washington Square • Philadelphia

NEW YORK • BOSTON • CHICAGO • SAN FRANCISCO

The washboard is *passé* in AGROPOLIS



OUT in AGROPOLIS, women don't like to skin their knuckles on a washboard any more than women elsewhere. They're on the lookout for anything that will make housework easier—anxious to hear about it, ready to buy.

What an opening for all you makers of household appliances! Kitchen cabinets, electrical equipment (650,000 farm homes have electricity, remember), packaged foods . . . hardly an item of household equipment but will find a responsive market in AGROPOLIS, the prosperous agricultural regions of America.

The easiest, most productive way into AGROPOLIS is through the pages of the Standard Farm Unit Papers. Going into 2,600,000 of the richest farm homes, these 15 papers, independent, non-duplicating, literally blanket the cream of the farm market. And they're read from one cover to the other—farmers tell us so!

*Your sales problem is national—but your dealer's is always local.
The Standard Farm Unit Papers meet both!*

The American Agriculturist
The Wisconsin Agriculturist
& Farmer
Pacific Rural Press
The Farmer-Farm, Stock &
Home, St. Paul

The New Breeder's Gazette
Hoard's Dairyman
Pennsylvania Farmer
Ohio Farmer
Wallaces' Farmer

The Progressive
The Nebraska Farmer
Missouri Ruralist
Kansas Farmer
Michigan Farmer
The Prairie Farmer

The STANDARD FARM PAPER UNIT

One order—one plate—one bill

WALLACE C. RICHARDSON, General Manager

CHICAGO

NEW YORK

Courtney D. Freeman, Western Manager
307 North Michigan Avenue

Willard R. Downing, Eastern Manager
250 Park Avenue

San Francisco, 1112 Hearst Building

PRINTERS' INK

Registered U. S. Patent Office

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NEW YORK, SEPTEMBER 5, 1929

No. 10

What Chain-Store Buying Means to Advertising

The Tremendous Growth of Chain Stores Has Created a Distinct Advertising Problem

By Addison F. Vars

President, Addison Vars, Inc. (Advertising Agency)

THE increase in mass buying in the last ten years is so well known, and has been so widely discussed, that it requires no elaborate statement here. But

in this mushroom development, a new infant industry called the chain-store system, has come a new addition that advertisers and their advertising agencies too often minimize or overlook entirely.

Mass buying presents an advertising problem, just as it presented a selling problem to the manufacturers of American

merchandise. The initial position of the chain store in a community was profitable, but economically questionable. Its greatest claim for attention was based on price,

with the inevitable price-cutting war and the substitution of low quality merchandise for products with an accepted standard as a logical accompaniment.

With this phase came the side issue of private brands and private manufacturing, with its hope of reaping double profit or at least of cutting selling costs so low that the public could be enticed to buy through price cuts rather than through the intelligent selection of merchandise. Service was unknown

and unnecessary. The chain was built on price, and profits accrued from lack of discrimination on the part of buyers.

Fortunately for the public, advertising more than kept pace with chain-store growth. The new general distribution of post-war wealth rapidly developed a public consciousness of quality that adver-

MASS buying is a comparatively new term. It refers to the purchases of large groups of retail outlets—primarily chain stores. For example, it is estimated that the total sales of the A. & P. for 1929 will top a billion dollars. That means the A. & P. purchasing department is a mass buyer with a vengeance.

This grouping of purchasing power by distributors is bound to influence advertising by manufacturers. It is up to the advertiser of the future to determine how to plan his advertising to obtain the greatest results from chain merchandising and mass buying. This article delineates some possibilities along this line.

the growth of chain stores in this country has been indicated on one fundamental policy of profit. Their success or failure is measured by their ability to draw consumers away from existing outlets and to focus buying power on their own stores.

The short history of chain-store methods has already shown surprising changes in selling policies. The chains have created competition among themselves. The origi-

tising aroused and directed to its own group of products.

Buyers were no longer interested in price alone; money was in their pockets to spend as they chose, and they were learning—usually subconsciously from the advertising pages—that certain products offered features which made cut-price articles highly unattractive.

With this awakening of public consciousness by the intelligent advertising of the last decade, chains found it increasingly difficult to evade the fact that the public wanted, and too often demanded, recognized advertised products.

So mass buying entered its second and present stage. It gradually embraced the advertised products and concentrated on the new phase of community service by meeting an accepted demand at a price as low as, or possibly lower than, the public could find elsewhere. Today, the advertised product is rapidly becoming the backbone of chain store merchandising . . . for advertising, *per se*, creates the one thing that chain profits depend on—turnover.

That does not mean that advertising has eliminated price cutting, far from it. Nor do I suggest that advertising alone will be able to remove private brands or unbranded articles from the counters.

Well-advertised products do not, except in the case of a few daily leaders, require price cutting to create turnover. Where prices are reduced below normal, the greater average sales of the chain store as compared to the average independent make for a greater unit profit through the combination of turnover and chain volume.

Today, some chains are still paralleling so far as possible nationally advertised brands with private or unbranded goods. The choice remains with the customer, the chain meeting an inquiry for an advertised article by displaying it at a price that is recognized as fair, but displaying also a competing unbranded article at a price attractive enough to warrant a close comparison.

Again turnover comes into the picture, for if the unbranded article cannot sell within reasonable

volume of the advertised product the private article must go. One of the best examples of this situation was the abandonment of A. & P. canned goods for Monte a year or so back. Against this situation is the steady sale of Bokar and Red Circle coffee, A. & P.'s own brands.

When we speak of advertised products as such, we are referring to those products so well and consistently advertised that the names alone will bring to the ordinary mind a picture, not only a product, but of a standard quality with certain inherent features that the public has been educated to expect.

Mass buying has little or no room for stunt advertising, special sales drives or spasmodic publicity campaigns. The chain-store system has no time or place for pushing a product. True, it will and does accept new products, but these articles must meet some well-recognized demand and be backed by sufficient advertising to redress sales resistance to the minimum.

Store Managers and Clerks Must Be Considered

There is still another side to mass buying that has received too little attention. Sales managers have trained their guns on buyers or buying committees, large chains, and, on getting an order, have settled back contented to reap the fruits of their harvest.

However, two new forces have entered the chain field,—the local store managers and the small army of clerks—and it is on these that too few advertisers have even tempted a selling attack. For day, local store managers, with their eyes on their own communities and their interest in their store progress financially concrete more than abstract, have a large part in the selection and purchase of items of stock to be sold from the shelves. Whether or not a product is a success in his particular store, with its own peculiar following, too often rests with the store manager's knowledge of the product and his ability to visualize in connection with his trade.

His clerks, too, are fast

September

55%

AHEAD

30% First six months

50% July

52% August

**IN
ADVERTISING
REVENUE**

CHRISTIAN HERALD

419 FOURTH AVENUE, NEW YORK

Graham Patterson, Vice-President

J. Paul Maynard, Advertising Manager

veloping an intelligent and curious attitude toward the products displayed on their shelves. Invariably they are aiming at some not too distant position as a store manager in that or a similar chain, and are preparing for that elevation by a closer study of selling methods and of the products that increase or decrease profits. They must face the barrage of questions daily hurled at them by their customers and often have to explain the talking points of one product or another. They are, like their customers, readers of advertising; they gain their impressions, like the rest of us, from the advertising pages; yet because they must go further with these products than most of us, they are too rarely acquainted with the "reasons why" of advertising demand.

The advertisers of the future must meet this problem, and meet it fairly and honestly. For clerks and managers have in their hands a dozen brands on any one of which they can concentrate, any one of which they can kill.

That advertising must play a part of growing importance in chain-store progress is increasingly evident. It remains, then, for the advertiser of the future to determine the best methods of chain selling to obtain the greatest results from chain merchandising and mass buying.

How Will Your Product Be Measured?

It is obvious that the purchasing powers of mass buying will naturally drive as hard a bargain as possible. Consequently the advertiser must determine, before approaching the purchasing committee, the exact position of his product as it might be measured by this committee.

(1) The product must be properly priced. That means the manufacturer must be in a position to make a profit on his product at the lowest volume price, contenting himself with the size of the sale against the normal unit profit. The chain store must be able to mark up the goods sufficiently to bring it a profit closely comparable to

that it might make on unbranded articles, yet low enough to undersell average normal community competition.

(2) The product must be consistently advertised so that customers will demand it by name without sales approach from the clerks or the necessity of counter or window displays. (True, chains do accept and use such displays but the successful chain article must never depend on this form of sales assistance to move goods from the counter.)

(3) The product must fill a general need, easily recognized by the average customer so that its merit need not be explained.

(4) The product should be so advertised that customers are taught to think of it in terms of its most important selling features. When a clerk produces a similar unbranded product, the customer must be capable of resisting the persuasive arguments for the unknown brands.

(5) The advertiser must devise ways and means of reaching local store managers and their clerks properly to present their case and to receive their thorough co-operation. The right type of national advertising will do much toward this end, but it cannot alone overcome lack of knowledge or ignorance on the part of the final link in the selling chain.

(6) The advertiser must be willing to take a large percentage of the scattered selling costs that are eliminated through mass buying and invest them in advertising space that will most efficiently cooperate with the chain systems in their own territory. The advertiser of the future must not only sell his chains, but must work with them to move his products off their counters. For by this, and this alone, can he hope to sell his products through such outlets.

As turnover is the heart of mass buying, so advertising is the most direct method of building turnover.

The growth of mass buying will demand the keenest sense of merchandise advertising.

(Continued on page 197)

A The passing of the swat



The pestiferous flying squadron in the kitchen is rapidly making a forced landing, under the vigorous fire of Ed Barton's spray-gun. "If you just want the exercise, Mom," says Ed, "keep on using that old fly-swatter. But if you really want to keep the flies out of the soup, this is the quickest way to get rid of 'em!"

Trust Ed to know, and to lose no time in demonstrating to his family the advantages of modern methods. Killing insects, toasting bread, heating houses or chilling butter.

This open-minded youngster makes it a habit to be informed—and he's plugging for modern goods and

services always. Convinced that his family needs to make a purchase to be abreast of the times, he sets to work with oodles of pep and buckets of guile—and *somebody* makes a sale.

Over 700,000 fellows like Ed Barton read **THE AMERICAN BOY** with which is combined **THE YOUTH'S COMPANION**. 85% are of high-school age and older. Whatever your product, swing their pressure behind it. Advertise to up-and-at-em youth in its favorite magazine. November forms close September 10th.

The YOUTH'S COMPANION
combined with
American Boy
Detroit Michigan

J. Walter Thompson Company

Through five strategically located offices in the United States and twelve offices in other countries which cover Europe, North and South Africa and South America, we offer advertising agency service which has demonstrated its merit for many of the world's foremost advertisers, several of whom we have served for more than twenty years.

Total population served by these offices is 560,809,000



NEW YORK · *Graybar Building* · 420 Lexington Avenue

CHICAGO · *Wrigley Building* · 410 North Michigan Avenue

BOSTON · 80 Boylston Street

CINCINNATI · *Chamber of Commerce Building*

SAN FRANCISCO · *Russ Building*



LONDON · *Bush House* · Aldwych, W. C. 2

PARIS · 12 Boulevard de la Madeleine

MADRID · *Pi Y Margall* 9

STOCKHOLM · *Kungsgatan* 39

COPENHAGEN · *Axelborg*

BERLIN · *Schenker Haus* · Unter den Linden 39

ANTWERP · 115 Avenue de France

WARSAW · *Czackiego* 17

ALEXANDRIA · *Egypt* · 27 Rue Cherif Pacha

PORT ELIZABETH · *South Africa* · Netherlands Bank Building

BUENOS AIRES · *Argentina* · 50 Calle San Martin

SAO PAULO · *Praça Ramos Azevedo* 16

Out in the Open

By Howard W. Dickinson

"LOST Bank Book No. 142689
Payment stopped" (Newspaper)

I SAW in this morning's paper that twenty-five people had lost their bank books and were advertising for them. In yesterday's paper there were thirty-three advertisements under the heading, "Lost Bank Books." Something over \$50 gross revenue for this little section of classified.

"The Dividends are in the Straps"
(re-Subway and street cars)

If only *enough* people will lose their bank books there will be big business in this section. In the aggregate the advertisements of personal wants and personal troubles run into an imposing sum of money.

"We have with us tonight—"
(any toastmaster)

Sometimes a business starts its advertising in the classified section and later arrives at the proud moment when it can get out of "classified" into "display." When it can wear art clothes and make eloquent gestures. There may be profit, sometimes, in reversing that process.

"Tall Oaks from Little Acorns Grow"
(Everett)

We often get our ideas from a projection of what our past experiences might have led us into. Years ago, Dick Waldo, Crosby Spinney and I were plugging along together on *Good Housekeeping*. Spinney had make-up troubles, particularly with the small, odd-sized advertisements for which we charged a line rate a little higher than the quarter-page rate. They didn't fit in anywhere and we had to use an undue amount of house advertising "fillers."

So we classified to the extent of making a "Shopping District" with appropriate and attractive heading, raised our line rate a bit and Spinney went after small advertisers by mail. He got them, and

soon we had multiplied our original small advertisement space by two, three, four, six. It was a success. It was too much of a success.

We abandoned it because we felt that it was not building big space advertisers as it should. The shopping district people were getting such good returns where they were.

"Of making many books there is no end"
(Solomon)

Broadly speaking I should say that book advertising is, as a whole, having hard sledding as display and that it offers great possibilities to both the mediums and the book publishers (never forgetting the authors and the readers who want to get book news easily) through possible advances in the art of classifying this type of announcement. It is very difficult for a book to compete for attention with other things which are advertised in big space.

The book market of the country is about a half billion a year and may easily be 50 per cent more.

The suggestion is a classified section, with moderate display of course, in close contact with book reviews and book news. It is sometimes done, but never, I believe, to the extent it may be.

Preferred position at higher rates? By all means, because it is possible to make two or three inches do more work for a book in this way than ten or twelve could do in run of paper. In that case the two or three inches will be worth a higher line rate.

"With books and money plac'd for show
Like nest eggs to make clients lay"
(Butler)

The *relative* success of book advertising in the weekly book review sections indicates that the segregation idea can be carried much further with increasing success. The well-known fact in the book publishing trade that the news about a book rarely reaches 20 per cent of the possible readers indi-



urniture stores of Des Moines offer free truck delivery to any point in Iowa.

Des Moines

Retail Shopping
Center for *1,000,000 Iowans*

Every day Iowa highways are filled with motor cars headed toward Des Moines.

To most Iowans, going to the city means a trip to Des Moines. More than half the shoppers in Des Moines stores any day are from beyond the city limits.

2 out of every 3 families, farmers as well as city people, read *The Des Moines Register and Tribune*. Throughout this territory, *The Register and Tribune* gives the same doorstep delivery as in Des Moines.

Good roads, free truck delivery, charge accounts and aggressive metropolitan newspapers have made Des Moines and all central Iowa one big community.

The Des Moines Register and Tribune

230,000 DAILY CIRCULATION

cates the need of a more concentrated advertising attack.

"But now I am cabined, crippled, confined." (Macbeth)

Some books deserve to die, some should never be printed. No doubt of that, but a book which reaches and pleases, say 1,600 people, would undoubtedly please 16,000 if it could be made to reach them. Then it would be very profitable, and would make a profit on more than ten times the advertising appropriation that 1,600 sales would warrant.

"To want it is a hell." (Lytton)

Every newspaper wants more classified. Newspaper A, a very powerful paper, low in classified content would gladly pay hundreds of thousands to secure the volume of classified which is carried by B, a weaker paper but high in classified content.

Perhaps A thinks of "classified" possibilities only in terms of "Help Wanted," "Apartments to Let," "Automobiles for Sale," etc., while its standing and clientele is such as to make it possible to build up a big book section as well as other high-grade classified columns.

I should not like to say that newspaper publishers are unawake to their opportunities to sell space. Rather, I think, have such developments as indicated above had to give way to the immediate chances for big game in the hunting fields of big business.

It has sometimes been most profitable to work a rich mine in such a way as to leave a valuable "dump." This dump has later been worked over at high profit.

"Acres of Diamonds" (Conwell)

The rapid growth of campaigns of \$1,000,000 and upward has created somewhat of this situation in advertising. Much valuable ore is waiting to be worked through concentration and classification.

Precedents? We don't need them but we have them. *Pets—blooded dogs, etc.*, in class magazines. *Resorts and Tours, Shopping Service, etc.*

Let me hang a pendant on this

string of pearls of wisdom in shape of a WANT AD.:

WANTED—A Liaison Officer to go between the Newspaper and the Book Publisher to work out a plan of classified advertising for books, which shall have the dignity it deserves and shall enable a good book to be brought before the eye of its possible readers more economically and effectively than ever before.

Texas Fig Account to Charles C. Green Agency

Texas Fig, Inc., for which the George Knowland Corporation, New York, is national distributor, has completed plans for an advertising campaign on its Carpenter brand of fresh and preserved figs. The Charles C. Green Advertising Agency, Inc., New York, has been appointed to direct this campaign, which will start in the New York district at an early date. Later the campaign will be extended to other marketing zones. Newspaper and radio advertising will be used, as well as special merchandising work.

Stanford Briggs with Erickson Agency

Stanford Briggs, for the last year vice-president and treasurer of Briggs & Varley, Inc., New York advertising agency, has been appointed assistant to the vice-president and general manager of the Erickson Company, advertising agency of that city. Mr. Briggs was at one time a director of The H. K. McCann Company, in charge of art and copy. Later he organized the art agency of Stanford Briggs, Inc., which was recently sold to Byron Musser, Inc.

Magazine Section for "La Nacion," Buenos Aires

The rotogravure section of *La Nacion*, Buenos Aires, has been incorporated in a new section which has been started by that newspaper. The new unit, a forty-four page magazine section, will be issued with the Sunday edition.

Corset Account to Hoyt Agency

I. Newman & Sons, New York, makers of P. N. Practical Front corsets, have appointed the Charles W. Hoyt Company, Inc., New York advertising agency, to direct their advertising account.

New Account to Paul Cornell Agency

Wm. A. Rogers, Ltd., Oneida Community, Ltd., successor, Niagara Falls, N. Y., has appointed The Paul Cornell Company, New York advertising agency, to direct its advertising account.

thorough Trading Area Coverage Through One Newspaper!

A Master Key to 4 Out of 5 Homes!

TWENTY-FIVE of the thirty-nine national advertisers of household articles in Milwaukee newspapers during the first seven months of 1929, sold this rich market at one low cost through *The Milwaukee Journal exclusively!*

The other fourteen used 12% more space in *The Journal* than in the other two Milwaukee papers combined!

Sales records of the most successful advertisers in all lines prove that you can build maximum sales in the prosperous Milwaukee-Wisconsin market through one newspaper alone.

THE MILWAUKEE JOURNAL
FIRST BY MERIT

Read by More Than Four Out of Five Milwaukee Families!



**Advertising
Representatives:**

NEW YORK
J. B. Woodward
110 E. 42d St.

CHICAGO
Woodward & Kelly
360 N. Michigan Ave.

DETROIT SAN F
Woodward & C. Geo
408 Fine Arlker 1st

THIC

91 IMPORTANT FINANCIAL HOUSES

*Increased Their Advertising
in The Chicago Daily News
in 1929*

Recognition of a new pace in Chicago journalism, a greater
service—in character and speed—to the financial reader!

Ninety-one leading financial houses in the first six months
of 1929 each increased not only its advertising lineage in
the Daily News, but the proportion in The Daily News
of the total space used in all Chicago daily papers.

There is a notable response from the highest financial circles
to a greater force and facility in Chicago's financial life—
that of the swift communication of complete, intelligently
analyzed financial news, the accurate report of national and
world markets.

This reflects, as in the many other departments of The
Daily News, the value to advertisers of a thorough and
competent service to Chicago newspaper readers.

CHICAGO DAILY NEWS

Chicago's Home Newspaper

CHICAGO SAN FRANCISCO

Editorial C. Geo. Krogness

1st Nat'l Bank Bldg. 711-712 Glenn Bldg.

ATLANTA

A. D. Grant

*Member of The 100,000
Group of American Cities*



56 years of Reader Confidence

The intangible evidence of reader confidence is perhaps best expressed in the response given by readers to advertising and this in turn is reflected in advertising volume. The Detroit News, however, has through 56 years of constant adherence to policies of civic improvement achieved an esteem among the people of Detroit equalled by few other newspapers elsewhere in America. The Detroit News was the original sponsor of the St. Lawrence to the Sea Canal. It has likewise sponsored improved transportation for Detroit, fighting a 20-year battle to achieve it and has lent its support to every worthy civic enterprise unstintingly. All this time The News has been under one ownership, sensitive to its obligations to a community that has grown faster than any other in the world and therefore with problems unusually pressing and great. That The Detroit News has helped to meet these and to aid its community is exemplified in its own leadership in both circulation and advertising.

4 out of 5

Detroit Homes Taking
Any English News-
paper Get The News.

The Detroit News

THE HOME NEWSPAPER

New York Office

I. A. KLEIN, 50 E. 42nd St.

Chicago Office

J. E. LUTZ, 180 N. Michigan Ave.

What 621 Dealers Told Us About the Help They Wanted

Their Replies Should Be of Real Help in Reducing Dealer Help Wastage

By Sidney Carter

Manager, Merchants' Service Bureau, Rice-Stix (Manufacturer and Wholesaler)

WHAT sort of advertising and selling assistance do retailers want? The answer to that question is of vital importance to manufacturers and wholesalers. It was and is particularly important to us because we wanted to have a definite understanding to guide us in the preparation of merchandising studies in our Merchants' Service Bureau.

As its title indicates, the purpose of this Bureau is to assist our retail customers. In order to serve them most effectively we had to know what assistance they needed most. To secure this information we recently sent out a questionnaire to 5,000 merchants.

These merchants are on our merchants' service list. They are all there by their own request—a request made direct or through our salesmen.

They are almost all progressive, intelligent retailers. Virtually every State in the Union is represented. The stores range in volume from \$20,000 to \$20,000,000. The greater part of the list will classify within a range of \$100,000 to \$500,000 volume.

In an article in **PRINTERS' INK** of March 14, 1929, I explained in detail the activities of our Merchants' Service Bureau. Although we have since assumed several new functions, the principles discussed in that article are largely guiding us today.

The outstanding activities of the department are the publication of

the monthly "Merchants' Service Bulletin" (16 pages, 8½ x 11) and the preparation of a Rice-Stix Retail Library which includes studies in various phases of modern retailing.

We wish to be of the greatest possible service to retailers for two reasons. Our merchandise is not really sold until it reaches the consumer and our interest is closely tied up with that of the retailer. The good-will resulting from a sincere effort to co-operate with the retailer has been instrumental in bringing us thousands of dollars of business. That we know definitely.

But we do not believe it desirable to try to formulate plans which the retailer cannot use. In order to avoid that we must know what problems present the greatest difficulty to the dealer and seek out ways of finding and transmitting information on those problems.

Hence, we sought in a questionnaire to get merchants to tell us what phases of retailing especially interest them. A reproduction of this questionnaire accompanies this article. It should be studied to derive the most value from what follows.

Some of the findings revealed by a tabulation of the questionnaire returns may appear surprising. However, we consider these returns an excellent index to those things which merchants regard as the greatest problems they have to

THE astounding waste in dealer help material is an old story. But how to reduce that waste is a new story—always.

One way to cut dealer help wastage is to find out from dealers precisely what sort of assistance they want. This is exactly what Rice-Stix did. The questionnaire this well-known house sent out and a tabulation of the returns received appear in the accompanying article. The story also spotlights some of the high points of the returns.

deal with and I will set down the result of our tabulation in order of importance as indicated by the check marks of the merchants.

Perhaps before doing so, though, the letter which accompanied the questionnaire ought to be examined. It will explain the objects sought and throw some light on the analysis of the replies received. We used a four-page illustrated letter, printed inside with two colors. The first page was processed and filled in. The inside of the letter described the service fully, was well illustrated and designed to sell the department "harder" to the merchants already on the list.

The letter itself follows:

Gentlemen:
What can we do to make our service to Rice-Stix customers most helpful?

We are sending you the Merchants' Service Bulletin each month. We try to devote the publication to a discussion of those phases of modern retailing which are of vital concern to merchants.

It is our desire, therefore, to utilize the space in such a way as to furnish information and ideas which will be most helpful.

Will you kindly check the items on the questionnaire and return it to us?

The inside of this letter explains, in detail, the services this department offers our customers without charge.

We shall be glad to have you call on us for any of the special services outlined and will consider it a privilege to work with you in this way. Yours sincerely,

We sent out 5,000 questionnaires. Some 621 have been returned to date—three weeks later. No return envelope was enclosed. Refer back to the questionnaire and you will see that we offered to send four books. Out of the 621 replies we received 477 requests for these books. We also received 170 voluntary testimonials and 103 requests for special help.

As for the list of subjects included in the questionnaire the following number of requests were found among the 621 replies for these various services:

Window Display	434
Store Promotion Ideas	398
Advertising	370
Better Business Methods	347
Profits	318
Training Sales People	293
Stock Turn	281

QUESTIONNAIRE

Are you receiving your copy of the MERCHANTS' SERVICE BULLETIN regularly?

Please return this form to

RICE-STIX St. Louis

Manufacturers' Wholesalers

Merchants' Service Bureau

We wish to make this service helpful to you. You can help us by checking the items below. What subjects relating to modern merchandising are of special interest to you? Please check the items below which hold special interest for you.

Store Promotion Ideas	Store Policy
Advertising	Better Business Methods
Window Display	Editorial Discussions
Show Card Writing	Merchandise Control
Fashion Merchandising	Store Layout
Review of Merchandising Ideas	Training Salespeople
Merchandising Events	Color Harmony in Ensembles
Copy Writers' Manual	Proofs of Cuts
Customer Relations	Stock Turn
Profits	Credits and Collections
	Store Editings

Do you find the Bulletin in its present form helpful?

If you do not already have them, do you wish us to send you, without charge, the following books from The RICE-STIX Retail Library? Check the books wanted:

- The Tools of Retail Advertising
- Fashion's Place in Merchandising
- The Copy Writers' Manual
- Other books as published.

Any suggestions for special features which would prove helpful to retail merchants?

Remarks

Store Name

By

Address

City

State

This Questionnaire Was Sent to 5,000 Merchants

Merchandise Control	274
Copy Writers' Manual	270
Store Layout	265
Credits and Collections	243
Store Policy	239
Review of Merchandising Ideas	238
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Merchandising Events	225
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Store Editorials	185
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Proofs of Cuts	150
Editorial Discussions	146
Color Harmony in Ensembles	108

The small degree of interest shown in fashion merchandising is probably due to the fact that this is comparatively a new force, et

objects in-
e the fol-
ests were
plies for

rather is new in real interest, but we feel that it will grow in importance and we shall continue to stress it.

.....434
.....398
.....370
.....347
.....318
.....293
.....281

Those factors primarily concerned with selling and store promotion, namely, window display, store promotion ideas and advertising come first in the merchants' minds. It must be remembered that in many towns and cities, window display is looked upon as a primary selling agency.

regularly?

Many merchants are not skilled in window display and advertising and recognize a special need for help on these phases of merchandising.

the items below
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It is also difficult for the average merchant to discover sources of ideas for special store promotions. Department stores are constantly "promoting." It is our belief that merchants in the smaller towns will rapidly discard the sensational store-wide sales three or four times a year in favor of regular day by day and week by week promotions such as "Fashion Budget Week," "Going Back to School," "Every Friday is Bargain Day," etc.

ge, the following

There will probably be an increase of interest in store layout.

anno?

A phase of retailing that seems to have had too little thought on the part of the average merchant is "customer relations."

There are some large department stores, however, which apparently do not give enough thought to this and some which do have made remarkable strides during the last few years.

merchants

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Nothing is so important to the merchant as customers. The time-worn slogan, "We strive to please," will grow in popularity with those merchants who desire to remain in business. The customer is king today.

Possibly these merchants fully recognize the importance of winning the customer and so are thinking in terms of sales promotion, their big thought being to find ways to get them into the store.

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Only a little more than half of those sending in questionnaires thought it important to check "profits," yet it can hardly be that many merchants are satisfied with

their profits. Perhaps this title is too abstract.

A test of fashion consciousness is contained in the vote on "color harmony in ensembles." We reiterate our belief that fashion consciousness will grow and rapidly assume greater importance. The public will see to that. This test is of value in indicating the mind of the retailer at this time.

A Decrease in Store-Wide Sales

Analyzing the special comments under space for "Remarks," we find a definite interest in advertising helps, a noticeable decrease of interest in special store-wide sales as compared with remarks on a previous questionnaire two years ago, and a surprisingly limited mention of chain stores.

One merchant says: "Our town has positively too many public-abusing sales in the form of 'Fire Sales,' fake 'Close Out Sales,' 'Bankrupt Sales,' 'Quit Business Sales,' 'Start Business Sales,' etc. We think sales made two or three weeks after the circular reaches the party prove satisfaction in former dealing with us and moral standing among the buying public counts as much as the cry of cheap merchandise."

This merchant tells of various changes he has made in his store as a result of conferences he has had with us here in the Bureau.

Another merchant states that, as a result of our suggestions, he changed his policy and, instead of continuing as a bargain store, he features fashion at a reasonable price. The result is that after some months operation on the new policy, he has found that his turnover is as great and his profits much better.

In the special remarks there is evidenced a strong interest in stock control. This coincides with other evidences of a growing appreciation of the value of scientific buying.

Several merchants, however, state systems of unit control are too complicated. The last word has not been said on this subject and it is one which will, no doubt, occupy an important position in the study of modern methods of retail-

ing. Some approach to merchandise control, not necessarily unit control as we now know it, will have to be devised before we can have scientific buying.

This merchant asks sensible questions, as do virtually all of them. For example, he asks:

What is the proper mark up for different kinds of goods?

Is it better to run a small, well managed store or try for big volume?

Can a small town, small capital store afford investment in modern show window or two?

What is the best way to employ specials bought at a bargain?

We definitely answer each question and give an extended outline of opinion based on careful thought, experience and observation. Some questions will require research. In some cases, we supplement our letters with booklets and will not hesitate to refer merchants to other sources for additional information if we feel that especially valuable information is thus to be had.

One or two showed an interest in community development and co-operative effort. This is a thing that has been sadly neglected in many towns and cities.

"Too Much Hokum"

One very fine merchant, in an excellent city in Ohio, wants ideas on "trading up." He says: "There is too much hokum in retailing. Better goods should be desired the same as better autos, houses, etc."

A ready-to-wear shop in New York suggests a study of unfair return of ready-to-wear which is everywhere a serious problem and a bar to suitable profits.

Several want to know what rate of turnover they should expect on several types of merchandise. One asks how much stock to carry in ladies' ready to wear in order to do a \$30,000 yearly volume.

Another merchant requests suggestions for something different in the way of special sales. "There is such a sameness about all special sales," he says. This is a thought that has occurred to other merchants who express a similar opinion. A merchant recently came to us with a request for an announce-

ment of his opening in a new town. Instead of the customary "Grand Opening," the advertisement was headed "A New Store Comes to Woodville," with the sub-head, "With a Policy you will welcome."

The advertisement was, of course, designed to be in keeping with other phases of this merchant's methods. His first week's business yielded him \$4,400 in sales on a \$15,000 stock. People are interested in store news and in store policies.

Several merchants are opening new stores or wish to re-vamp their present arrangement and requested ideas on store layout. We have them furnish a rough pencil sketch of their present floor plans indicating where merchandise is now placed and, after making a careful study with all factors considered, we furnish a blueprint showing suggested arrangement.

Several merchants ask for suggestions as to how best to change from a credit to a cash basis.

A merchant whose volume approximates \$500,000 annually, states tersely a sentiment which illustrates one value of questionnaires without which it might never have occurred to him to speak his mind. These remarks open the way for special correspondence and the development of good-will in places where it has great value:

"We appreciate, very much, the service you are rendering in this department," he says. "We want to grow along with you and believe any merchant will who uses these helps."

This quotation is given because it epitomizes a principle that bids fair to grow in popularity—concentration of purchases and a closer bond between the manufacturer or wholesaler and the retailer.

Power Door Account to McKee Agency

The Power Door Corporation, Chicago, manufacturer of electrically operated industrial and domestic garage doors, has placed its advertising account with the Homer McKee Company, Inc., advertising agency of that city. News papers and business publications will be used.

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radio..by leaps and bounds!

For the first seven months of 1929 the New York Evening Journal gained 200,000 lines of radio advertising. This was more than the combined gains of the next three New York evening newspapers. ▲▲▲ There's a very good reason why more and more national advertisers are using more and more space in the Evening Journal.▲▲▲ Let the Boone Man explain.

NEW YORK EVENING JOURNAL

*One of the 28 HEARST NEWSPAPERS read
by more than twenty million people*

NEW YORK
9 East 40th Street

Represented Nationally by the
RODNEY E. BOONE ORGANIZATION
NEW YORK—International Magazine Building

CHICAGO:	DETROIT:	PHILADELPHIA:	ROCHESTER:	BOSTON:
Hearst Building	General Motors Building	Fidelity Philadelphia Trust Building	Temple Building	5 Winthrop Square

*Member of International News Service and Universal Service
Member of Audit Bureau of Circulations*

NEWSPAPER

**EASY
TO
TUNE—**

Sounds enticing but tune in on radio sales first. Then you can expect action on the advertising headline.

Circulation—rates—this paper—that paper? All factors, but how do they tune in with sales? The Boone Man understands how they fit in in the ten major markets he covers and his knowledge can be mighty helpful to you.

Representing sixteen vital newspapers in ten major markets—markets that nearly every manufacturer is interested in, the Boone Man and his boiled-down first-hand information

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ADVERTISING

can play an important and helpful part in almost any consumer campaign.



CALL IN THE BOONE MAN

RODNEY E. BOONE

General Manager, National Advertising

CHICAGO
Marst Bldg.

NEW YORK CITY
959 Eighth Avenue

DETROIT
General Motors Bldg.

STON
Top Square

PHILADELPHIA
Fidelity Philadelphia Trust Bldg.

ROCHESTER, N. Y.
Temple Bldg.

New York Journal
Boston American
Albany Times-Union
Rochester Journal
Syracuse Journal

Evening

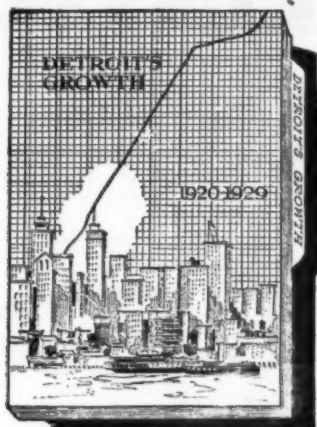
Chicago American
Detroit Times
Baltimore News
Wisconsin News
Washington Times

Boston Advertiser
Albany Times-Union
Rochester American

Sunday

Detroit Times
Baltimore American
Syracuse American

SERVICE



**America's fastest
growing city
is vividly portrayed
in this booklet
just off the press—
perhaps we should
have talked more
about
the Detroit Times
but there wasn't
room so
we just crammed
it full of facts
about the great
motor city
a request on your letterhead
will bring a copy to your desk
address the Detroit Times**

"THE TREND IS TO THE TIMES"

What the Company-Owned Airplane Is Accomplishing

Every Business User of an Airplane Is Not a Booster for the Idea

By Charles G. Muller

III

AS shown by contributors to the first and second articles of PRINTERS' INK's survey of methods by which the airplane is being put to practical business use by companies over the United States, aviation is being capitalized in a variety of ways: for transportation of personnel whose time is of value, for institutional advertising or publicity, for the creation of good-will in the trade, for ordinary everyday merchandising, and for quick co-ordination of national distribution and advertising.

Along with these benefits, certain shortcomings are listed, although surprisingly few of the manufacturers who took part in the survey are adverse in their report of this latest form of transportation. But from these few criticisms may be taken several points which should be carefully considered.

Across the face of the letter of inquiry which went to him, George Boghosian of Boghosian & Lewis wrote in red ink:

"Capitalized as follows: Cost \$3,000; expense \$1,500; total \$4,500. Sold for \$2,000. Loss \$2,500. My flight was a wonderful experience—physically, financially and mentally. Yours truly."

"In judging the utility of the plane to us," says Zeh Bouck, in charge of aeronautics of the Pilot Electric Manufacturing Company, "it must be borne in mind that we are an electrical and radio manufacturing concern and as such find uses for the plane that would hardly be justified were we in the printing business or in anything else. The utility to us is three-fold. (1) Experimental and research; (2) Publicity; (3) Transportation.

"(1) We are devoting considerable time and experimentation to the development of radio transmitting and receiving apparatus for airplanes, and the airplane is, of course, indispensable to us in this work. But it is a utility which the average manufacturer will not justify.

"(2) There is little publicity in flying *per se* today, for it is becoming commonplace. For our part, we are able to combine radio with flying in novel features, but such an advantage will not accrue to the average owner of a plane.

"(3) As far as transportation is concerned, our requirements are on a par with those of almost any manufacturer. For this purpose the airplane we fly—a six-passenger, dual control ship—is unsatisfactory, which means that for the average commercial enterprise, flying as a means of transportation is not worth the expense entailed. Flying a plane of this sort is entirely dependent upon weather conditions, and while it has in a few occasions saved us considerable time, our plane never has had to be used in a matter of life or death, and these savings certainly have not been sufficient to justify the expense."

President W. W. Hoagland of the Hayes Body Corporation bears out this last statement. "For our particular purpose we have not found our plane of practical value."

George Lury, president of the Michigan Artificial Ice Company, puts his finger on an important factor that makes the use of air transport something for the average manufacturer to think over very carefully.

"The use of an airplane for business is not as profitable as might be expected, because one cannot develop a pilot for the ship as

The first article in this series appeared on page 3, August 8; the second, page 81, August 22.

readily as one could a driver for a truck or an automobile. My experience with the average pilots that one can employ is that they are a lazy, shiftless lot, lacking in ambition and disgustingly indifferent, regarding themselves as a class apart and doing just about as they please. So unless one is prepared to learn to handle his ship himself or to hire someone dependable that he can train, he is not going to be very well satisfied.

"While I am just as enthusiastic as ever on aviation, to anyone considering the purchase of an airplane, I would sum up my advice as follows: First, determine if you have someone in your organization who can be trained to operate the ship. Second, make sure that you are purchasing the proper type and power for your requirement. Then use it in as sane a manner as you would any other form of equipment that you may have in use."

So much for the advantages and the shortcomings of the airplane in business. Now for a brief look at operating costs. A. A. Durante & Co., in a summary of running expenses to compare with the 10 cents a mile rate which is generally accepted for automobiles, have worked out a table which shows that at the rate of 100 flying hours a year—the equivalent of 10,000 miles per year—an airplane bought for \$2,775 will cost \$9.39 an hour to operate. Translating this into cost per mile, the figure is 9.39 cents per mile, and compares favorably with operating costs of automobiles.

That this figure can be lowered is shown by data from W. R. Slover of the Champslover Oil Company, with territory in Oklahoma. He gives figures on 600 hours of flight. "Our plane has been checked by the factory one time, and \$52 worth of parts were put on the motor then. Basing cost on motor depreciation, investment, oil and gasoline, we figure that the average cost of operating the plane is 6 cents per mile." This figure, however, must be judged in the light that the president of the company does his own piloting, thereby eliminating the cost of a pilot, and apparently other expenses

such as insurance and hangar costs are not included.

Generally, companies reporting on operating costs say they about equal the average of the automobile. The Naturaline Company of America, which bought a plane for sales promotion and personnel transportation to help build a national marketing organization and which since has added two more ships to its fleet, flew the first plane 500 hours between the middle of August and January 1, 1929, keeping a careful cost record. "This included salary and expenses of the pilot, complete insurance coverage at high rates, depreciation which writes off the cost in two years, repairs, operation, upkeep, and any other charges that could legitimately be included. These show," says Fred L. Foster, "that our cost per mile operating this plane over most of the North American continent, under all sorts of weather conditions, is approximately the same as the cost of a good automobile."

Kenneth Parker, advertising manager of the Parker Pen Company, gives a summary of costs which is most inclusive and should be studied by anyone planning to put an airplane to work in his business, for this summation provides liberally and is well on the safe side.

\$36 Per Flying Hour

"Six months' experience show operating cost to be \$36 per flying hour, all inclusive. This takes in wages and expenses of pilot and mechanic, depreciation, insurance, fuel and repairs. The ship up to the present time has delivered about 400 hours of flying, carried more than 4,000 passengers, and covered an air distance somewhat over 40,000 miles. No accidents have occurred and only minor and normal repairs have been necessary. This ship now is being given a thorough and complete overhauling, both motor and plane, and the estimated cost of this is about \$1,250.

"The following forms of insurance are carried: (1) Fire, full coverage; (2) Windstorm while plane is on ground, full coverage;

What! No free samples?

The Home Economics Department of the Chicago Evening American is unique—and eminently successful. Kept clear of “tie-ups,” it has never given a single free sample of anything. Yet in the first year of its establishment it conducted cooking classes, lectures and demonstrations to a total attendance of 6,660.

In the first six months of 1929 the department received and answered a monthly average of 2,444 letters and 367 phone calls.

Here is proof of reader interest that will bear the closest scrutiny—eager interest won without subsidy through a service which gives new significance to the phrase “good will.”

CHICAGO EVENING AMERICAN

a good newspaper

One of the 28 Hearst Newspapers read by more than twenty million people. Member of International News Service, Universal Service and Audit Bureau of Circulations.

(3) Theft, full coverage; (4) Property damage up to \$15,000; (5) Public liability, excluding passenger hazard, \$50,000 to \$300,000; (6) Passenger liability, \$10,000 per capita.

"As for pilot and mechanic, the pilot is paid a minimum guaranteed salary of \$624 a month as follows: \$8 per flying hour for the first eighteen hours per week, and \$5 per flying hour for each hour in excess of eighteen hours per week. The mechanic is paid \$200 a month flat."

The only way to set off the picture of the airplane in today's business is to frame it with a few figures made public by Secretary of Commerce Lamont, to show how very fast the use of the plane is spreading at the moment.

According to his report, about 70,000 miles are being flown daily in present civil flying against a daily average of 26,600 miles in 1928, with a total of 8,000,000 miles estimated for the first six months of this year against 10,500,000 for the whole of last. Thirty thousand miles of airways are in existence today as compared with 16,667 at the end of 1928. And more passengers were carried, according to the estimates, in the first six months of 1929 than in all of 1928, while concerns engaged in the air industry now total 1,950 against 1,400 at the end of last year.

So much for statistics to show the rapidly increasing growth of the airplane's manufacture and use at this very moment. A very few more figures will present another important angle, and then an end to statistics.

Safety of Air Travel

The Interstate Commerce Commission gives out figures to show that in 1928 railroads had one fatality for every 172,768 miles traveled by rail. The American Automobile Association estimates that there was one death for every 6,222,412 miles traveled by car that same year. And the Aeronautical Bulletin, basing its calculations on Department of Commerce estimates, gives one death in 1928 for every 191,500 miles traveled

through the air. This would indicate that air transportation is safer than railroad travel, but gives it a poorer record than that of motor transport.

At the present time the Daniel Guggenheim Fund for the Promotion of Aeronautics is working further to promote the safety of air travel through a campaign to mark the roofs of towns across the United States with the name of each place. And in a memorandum addressed to the legislatures of the States and to the Federal legislation a short time ago, Harry F. Guggenheim, president of the Fund, pointed out that a system of landing fields for aviation located ten miles apart all over the country would require only 3 per cent of the area which has been devoted to railroads and roads. "With such a system," said Mr. Guggenheim, "the airplane would be within gliding distance of a place to land at practically all times."

Backing such safety efforts, together with those of the Government to provide widespread facilities for flight, the railroads are allying themselves with air transport companies to tie together these two forms of transportation. Transcontinental Air Transport, Inc., which recently sent Colonel Lindbergh and an associated group of engineers and pilots to locate proper fields across the country for a rail-air line, is the leader in this. And C. M. Keys, president, in a talk before the New York Railroad Club, summed up very completely the attitude which must of necessity be taken, and which is being increasingly taken, toward the use of the airplane. He said:

"The acceleration of business men and even of tourists throughout the United States means the acceleration of business, and that acceleration of business means a larger turnover of money and of credit and of goods, and they (railroad officials) translate that acceleration of turnover to mean an inevitable increase of tonnage and travel of all sorts of the railroads and by every other known means of transportation.

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A Suggestion

**That might help you to
pile up more sales in 1930**

A story-book, designed espe-
cially for you; written around
your product; playing up its
human side; giving it heart and
life and interest; that's our
suggestion.

- We will send, on request, sam-
ples of what we have done along
this line for various manufac-
turers and trade associations.



Charles Francis Press

Printing Crafts Building

461 Elghth Avenue New York



Oklahoma City's
68-Mile Area is
a 75-Town,
1,000,000 Person
Market
-and growing.



Oklahoma City Alone
Offers Advertisers

1,500

NEW BUYERS
EVERY MONTH

OKLAHOMA CITY'S 1500-per-month population increase is another 1500 prospects for Oklahoman and Times advertisers, for circulation is keeping pace with this growth.

The causes and effects of this population increase are numerous—112 rigs in the country's sensational new oil field, with 13 wells producing 55,000 barrels daily, is one of the causes; and Oklahoma City's 7-months building permit leadership in the tenth federal reserve district is one of the effects.

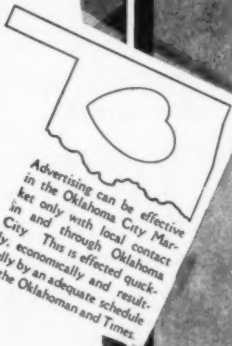
Oklahoma City's population of 182,000, nine out of every ten families read the Oklahoman or Times. The same reference is shown by 45% of urban families in the 68-mile Oklahoma City market.

The newspaper buy—the Oklahoman and Times—can quickly and economically cover this rich market—reaching more circulation than the combined of the other 18 dailies published in the area, and at about half the cost.

DAILY OKLAHOMAN
OKLAHOMA CITY TIMES

OKLAHOMA PUBLISHING COMPANY
THE OKLAHOMA FARMER • STOCKMAN • WEEKLY

Special Advertising Agency—New York—Chicago—Detroit—Atlanta—Dallas—Kansas City—San Francisco



Advertising can be effective in the Oklahoma City Market only with local contact in and through Oklahoma City. This is effected quickly, economically and resultfully by an adequate schedule in the Oklahoman and Times.

COMBINED daily and Sunday increases in Free Press circulation, based on the July averages (1928 compared to 1929) represent a population unit as large as the city of Watertown, N. Y., Poughkeepsie, Mt. Vernon or New Rochelle.



JULY average circulation of the daily Free Press was 256,078, an increase over July, 1928, totaling 21,786.



SUNDAY circulation was 323,529, an increase of 32,513.

54,000

more readers of the daily and Sunday Free Press than a year ago, the rate remaining the same.



NOW, more than ever before, good advertising directed at the Detroit market needs the coverage and influence of Detroit's only morning newspaper.

The Detroit Free Press

VERREE &
National



CONKLIN, INC.
Representatives

New York

Chicago

Detroit

San Francisco

port are entirely beyond the experimental stage so far as the physical carrying on of them is concerned. The progress of the engineering art since the close of the War has been marvelous. At that time we had no reserve in our motors at all; today we have an ample reserve of power in flying, which constitutes a factor of safety far beyond anything we dreamed of ten years ago.

"Progress in the art of building airplanes is going forward as fast today as it has gone forward at any time during this ten-year period and I have no doubt that progress over the next ten years will be considerably greater than it has been over the last ten years, especially in the matter of eliminating landing and take-off risks, in fuel economy, in the elimination of all fire risks, in the avoidance of danger through radio communication, in better wing curves, in safety devices against stalling, in the matter of motor failure, in better fuel and oil, probably in entirely new principles of motor power, and, perhaps most important of all, in better training for pilots.

"There will grow up in this country a large class of pilots that is now represented by a handful of men on the great air mail lines of the country. These men will be as familiar with the country over which they fly as are your locomotive engineers operating on short lines of the main line railways of the country. They will know every high tree, every wire, every grain elevator, and every church spire along their right-of-way. They will be trained to a rigid discipline that will not allow variation.

"These are fundamental things. On them the future must be built. You may take it for granted that that future is a permanent future, that air transport is a settled and permanent thing and that nearly all of you will live to see every city in the United States linked to every other city by this fastest known means of safe transportation."

This view of the future is very bright. But it is merely the continuation of a present in which, as

this survey indicates, many companies in a wide variety of fields already are using the airplane profitably as a dividend-paying piece of equipment.

San Francisco "Examiner" Adds to Staff

Norman Meyer, formerly president of the Meylen Company, Chicago, has been appointed sales promotion manager of the *San Francisco Examiner*. He was previously a member of the Hearst organization for eight years.

G. W. McNear, recently associated with the Associated Oil Sales and Rapid Service Company, Inc., has joined the national advertising staff of the *Examiner*.

C. W. Gray, for several years with the South Bend, Ind., *News-Times*, has joined the local advertising staff of the *Examiner*.

Manternach Agency Adds to Staff

Arthur H. Patterson, formerly vice-president of the Charles W. Hoyt Company, Inc., New York advertising agency, has joined The Manternach Company, Hartford, Conn., advertising agency, as art director. Curtiss S. Johnson, previously advertising manager of Manning, Bowman & Company, Meriden, Conn., and Foster M. Johnson, formerly joint owner of the Johnson, Twin Miller Company, also of Meriden, have been appointed account executives of the Manternach agency.

New Account for Gundlach Agency

The High School Home Study Bureau, Inc., New York, has appointed the Gundlach Advertising Company, Chicago, to direct its advertising account. Magazines will be used.

Louis Morrison to Direct NuGrape Sales and Advertising

Louis Morrison, recently vice-president of the Harvey Advertising Agency, Atlanta, has joined the NuGrape Company of America, of that city, as advertising and sales manager.

Appoint Archer Agency

The Aeronautical Corporation of America, manufacturer of planes, and the Embry-Riddle Company, both of Cincinnati, have appointed the Archer Advertising Company, of that city, to direct their advertising accounts.

Young & Rubicam Appointed

The General Foods Corporation, New York, has appointed Young & Rubicam, Inc., to assist with the advertising of frosted foods.

Letting the Customer "In"

Manufacturers Are Giving Dealers an Opportunity to Share in Profits Through Stock Ownership—How About the Consumer? Doesn't He Deserve Some Attention?

By Joseph Van Gelder

Vice-President, Coyne & Company, Inc.

THE question of who is most responsible for the success of a given product—the manufacturer, the dealer, the advertising agency or the customer—can be debated from now until Doomsday, if any point were to be gained by taking sides. It is purely academic.

But let us start by saying that without the consumer no product could be sold. All the strategy of manufacturer and dealer, aided and abetted by able advertising assistance, is aimed at consumer acceptance and demand. Likened the consumer to the base of a pyramid, with a few smart fellows on the top pelting a mass of unsuspecting humans with their ideas and arguments, and you'll get the picture. We'll conclude, then, that it's the consumer who buys the goods, keeps the manufacturer's wheels turning, enables him to declare dividends, provides occupation for the advertising agent, and, every few years, makes it possible for the manufacturer to "let the public in" on the profits he is making. No doubt the consumer is important.

Roy Dickinson's article in the August 22 issue, "The Merchandising Significance of Retail Profit Sharing," tells about the plans developed in the drug field for dealers' stock ownership. The object of these plans is fairly obvious. Whether they will eventuate to the profit of both dealer and manufacturer remains to be seen.

The interesting point about these plans is that most of them offer a greater than normal return to the purchaser. The companies are substantial dividend payers, and an ordinary investment in their stock at the current market price may be regarded as a good investment for yield and future enhancement. The plans usually offer the stock at below the market, thus giving the purchaser the opportunity of

realizing an immediate profit on outright purchase. While it is possible that many purchasers will hold their stock, others may buy it for a "turn." In this way, unless safeguards or restrictions are provided, the interest of the retailer in the plan may be limited to a flirtation with the stock market. Under the Squibb plan this is taken care of by giving the druggist a greater share of profits in proportion to his sales, thus providing an incentive for holding on.

That there are advantages in well conceived plans of this kind cannot be denied. On the other hand, corporations which have sold stock to employees have not found the plan an unmixed blessing. The speculative thrill is easy to arouse and hard to subdue. With a number of drug manufacturers offering similar plans, the novelty wears off and it is not difficult to conceive the average druggist "going in for a quick turn," thereby perhaps paying more attention to speculation than to business.

What About the Consumer?

But to get back to the consumer. How about him or her? Isn't he, by the strength of his purchasing power, entitled to a "break?" Isn't he the one who is making it possible for the dealer to benefit from these very plans? True, he can purchase stock in the open market and share in the profits, but why shouldn't he be offered stock at below the market price on more favorable terms—because he is a customer.

In the drug field such a plan may not be entirely feasible. Mr. Dickinson, however, refers to the tendency in this field as a phase of merchandising strategy which may well apply to other industries. It is in these other fields that consideration may be given to the

PRODUCTIVE CIRCULATION

From 65% to 80% of the business of every New York store . . . representing all types of goods and commodities . . . comes from the five boroughs inside the New York City limits!

In this productive territory, the real sales area of the New York market, The World is a decided favorite among standard size morning newspapers:

City Circulation

**THE WORLD . . . 287,117
2nd Paper 260,869
3rd Paper 157,657**

With 81% of its circulation thus concentrated in the actual profit-producing districts of the market, The World enables you to apply the greatest advertising pressure against the source of greatest volume.

The New York World

MORNING AND SUNDAY

Pulitzer Building, New York

**TRIBUNE TOWER
Chicago**

**GENERAL MOTORS BLDG.
Detroit**

. . . another chapter in the new history of The World

customer, rather than the dealer, or both.

A common phase of "success" advertising used by automobile manufacturers and others is "showing appreciation of the faith of our customers which has resulted in our tremendous growth" by giving "greater values than ever." Such benefits are intangible and often incredible, particularly when we see no diminution of profits year after year by those who are continually "sharing" such profits with their customers. "Putting back into the new product" the profits gained from the old may sound good, but it doesn't sell automobiles or mean much.

I have not yet seen a plan devised for actual customer participation in profits on a better basis than the open market offers. Such a plan, for certain types of manufacturers, may have much to commend it. General Motors would do something original if it were to offer its 1929 customers, for instance, the opportunity of sharing in its 1930 profits on a better basis than the stock market offers. Aside from the sale of securities, it would possess an advertising and publicity value of no little strength.

Another idea might be to take customers who have purchased General Motors cars over a successive period of years and regard such steady customers as worthy of recognition. Buick claims an extremely high percentage of "repeats." A plan such as this could be started with repeat customers of Buick.

The nearest approach to such a plan was evolved by a client of ours this year, but which unfortunately did not go through. This client operates a large chain of clothing stores with about 500,000 accounts. The plan was to sell customers a limited block of stock at a price about 10 per cent below the current market quotation. A publicity program was developed to tie in with the selling plan. From this publicity, I quote:

A good deal has been done to facilitate employee participation in the earnings of substantial enterprises, and this idea is thoroughly justifiable and beneficial. However,

no tangible recognition is ordinarily given to customers, who, through confidence in the products and methods of American business, are actually entitled to share above everyone else in the results they help to create.

I believe the time is rapidly approaching when the idea back of the plan we have adopted will be given greater recognition. It welds the customers of a business into a group that is intensely interested in those undertakings which best serve their needs.

Through an unfortunate error in assembling the mailing lists at the stores selected for test purposes, the plan had to be dropped, as the stock had risen so rapidly in the meantime that the literature could not be used.

Many enlightening conclusions might have been drawn had this program been carried out. Perhaps some other manufacturer or merchant will find it feasible to test a similar plan, and thus give the customer something more for his loyalty than "bigger and better products."

"Welding" to Start Publication

Steel Publications, Inc., Pittsburgh, publisher of *Blast Furnace & Steel Plant and Heat Treating & Forging*, will start publication of a new monthly magazine under the name of *Welding*, beginning with a November issue. *Welding* according to the publisher, will be devoted to the latest developments in the use of intense heat for fabrication of articles from metals.

L. A. Blumenthal to Direct Chilton Pen Sales

L. A. Blumenthal, formerly Eastern manager of the Sheaffer Pen Company, Fort Madison, Iowa, has been appointed general sales manager of the Chilton Pen Company, Boston. His headquarters will be at Long Island City, N. Y.

W. C. Kerr with "Western Farmer"

W. C. Kerr, formerly with the *U. F. A.*, Calgary, Alta., has been appointed advertising manager of the *Western Farmer*, also published at Calgary, to succeed W. H. Austin, resigned.

N. Y. State Advertising Managers to Meet

The New York State Newspaper Advertising Managers Association will hold its meeting at Buffalo, September 9 and 10.

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Looks Like
an ASTRONOMICAL
CALCULATION!

No, just a mathematical picture of Florida's automobile use.

Figure your own market. Car owners in the past year bought 224,704,496 "gallons o' gas." Put the minimum average at 10 miles a gallon.

Then in more than 2 billion miles how many tires, tubes, gallons of oil, pounds of grease were used; how many spotlights, mirrors, seat covers; how many bottles of soft drinks and boxes of candy were consumed in that mileage, how many pick-ups of hats, shoes, overalls, sun-glasses?

Advertising in The Florida Times-Union reaches the motorist wherever he may be in the state. He may read of a product in Jacksonville in the morning and buy it after lunch 200 miles away.

*You reach a state of consum-
ers when the state's newspaper
carries your advertisement!*

The Florida Times-Union

JACKSONVILLE, FLA.

A. E. C. Publisher's Statement, March 31, 1929, 50,707 Daily, 63,028 Sunday

Represented Nationally by

REYNOLDS-FITZGERALD, Inc.

New York . . . Chicago . . . Philadelphia . . . Los Angeles . . . San Francisco

..... FIRST
FOR THIRTY—FIVE

• with
constant
increasing
margin
leadership
the attribute
of newspaper
greatness



FIVE CONSECUTIVE YEARS

AS in 1894, and all the intervening years, The News is first among Indiana papers in advertising, circulation, home deliveries and reader acceptance. Unchallenged in its position, The News continues to dominate the Indianapolis market, which has grown to a 70-mile radius that is both prosperous and prolific. Here, advertisers enjoy unusual economy because:

The News . . . ALONE . . . Does The Job!



The INDIANAPOLIS NEWS

sells **The Indianapolis Radius**

DON BRIDGE, Advertising Director

New York:
DAN A. CARROLL
110 East 42nd St.

Chicago:
J. E. LUTZ
Lake Michigan Bldg.

▲ ▲ ▲ ▲ ▲ *More than*
235,000

**people now buy the
 New York American
 every morning**

**Since the 2c price went
 into effect the American's
 circulation has been grow-
 ing every day.**

**And an increasing circula-
 tion is a good addition to
 the advertising schedule of
 any store that wants to
 follow public preference.**

New York American
"A better newspaper"

PAUL BLOCK, INC.
National Advertising Representative

with offices in

**NEW YORK
 BOSTON**

**CHICAGO
 PHILADELPHIA**

**DETROIT
 SAN FRANCISCO**

"The Independent Is Here to Stay"

"I Cannot Foresee His Passing," Says This Distributor, "for He's Too Important an Outlet"

Based on an Interview by Arthur H. Little with

C. G. Sheffield

Vice-President in Charge of Sales, Standard Oil Company of New Jersey

ON Tuesday of last week, America's petroleum industry was seventy years old. A scriptural lifetime span has passed since the discovery of this nation's first producing well.

In seventy years the industry has grown from a flurry of excitement around a hole in the ground to a business whose aggregate investment is something like \$11,000,000,000. Last year the American industry produced approximately 12,000,000 barrels of crude petroleum; and the value of the output of petroleum refineries in the United States reached an aggregate above \$2,000,000,000.

We see a huge business—huge in invested capital, huge in volume and huge in its mechanism of distribution. And we see an industry that, in the phases of philosophy and the stages of development through which it has passed, typifies many another industry. Its present-day status is typical, generally, of all business; and its future, to the extent that we may foresee that future, well may typify what may be expected in other industrial lines.

We see an industry whose first emphasis of effort was applied to production. It was the glamour and the drama of the gusher, spouting skyward a black and glistening feyser of wealth, that long commanded the awed attention of the public—and of the industry itself. Producing companies boasted, not of profits, but of soaring barrelage.

Then the oil man began to learn that this wealth that flowed from the earth so readily could convert itself into bank balances only through the process of sale; and men like John D. Rockefeller, the elder, whose wrinkled countenance, done in marble, still gazes blandly down upon the entrance corridor of the home of Standard Oil in downtown

New York, taught the industry its first lessons in marketing. Rockefeller taught by example.

Today, the Standard Oil Company, which he created, is not one company, but many units; and the units intercompete. Competing with them are other great producing and distributing companies, battling for the market that the automobile has brought—and the airplane is bringing.

Each succeeding year, the production of gasoline breaks the record of the preceding year. The year 1928 exceeded 1927 by 14.1 per cent. Yearly, too, motor registrations keep climbing. By 1940, so it has been estimated, the total of motor cars and trucks in use in America will exceed 35,000,000. But against these figures of increasing production and expanding market, this fact stands out:

The Cheapest Commodity

Despite mounting taxes—which have increased some 300 per cent—the average price of gasoline today is below the average for the last eleven years. Gasoline claims to be "the cheapest commodity in general use on the market." Figures compiled by the American Petroleum Institute reveal that at the filling stations of the major marketing companies in fifty cities during the period from 1918 to 1928, gasoline sold at an average of 22.63 cents a gallon. At the same stations in the same cities on May 1, this year, the average price was 17.52 cents.

Ask an oil man the reason for the low price, and he'll name two reasons: Plentiful production, and red-hot competition.

Distributing companies are battling for outlets. They have sentinels the landscape with pumps. I can remember, somewhat painfully, when to run out of gas on

the road entailed—as it literally did entail on one torrid, August-day occasion—a five-mile walk over a sandy road. Today's motorist scarcely ever looks at his gas tank, for, says he, "I can always coast to the nearest station." And the pump to which he coasts probably is owned by a refining company that has leased it, or lent it, underground tank and all, to a retailer who, to the refiner, is just another outlet. So widespread has been the practice of leasing and lending retailing equipment to dealers that the Petroleum Institute in its national code for the marketing of refined petroleum products—a code endorsed and authorized by the Federal Trade Commission on July 25, this year—makes the custom the subject of Rule No. 1. The practice, says this rule, is "unsound and uneconomic, and should be discontinued at the earliest possible moment, consistent with existing conditions."

Barred by their own code of ethics and by other considerations from aiding retailers financially and aiming besides to set their own standards for retailing methods, wholesaling companies from coast to coast have established their own retailing stations—retail outlets that operate in competition with the same distributors' "independent" dealers.

Super Service Stations

In the East and in the Middle West, this particular trend is involving the expenditure of millions of dollars. One of the oil companies contemplates the building of a chain of combined service stations and hotels. Some of the units have been completed, notably a project in Tulsa, Okla., at a reputed cost of \$250,000. In Cleveland another company has just erected a retailing depot that not only sells gasoline, but includes a super-service station.

What does this development mean? The passing of the independent? Here, as in merchandising in general, the manufacturer and big-scale distributor step into the retail picture. Does the independent go out?

"He hasn't yet," said C. G. Shef-

field, vice-president in charge of sales for the Standard Oil Company of New Jersey. "And I, for one, cannot foresee his passing. From the oil industry's own selfish point of view the independent still is too important an outlet for the industry to tolerate his retirement from our distributive system."

30,000 Standard Retailers

Standard of New Jersey markets its gasoline in seven Eastern States and the District of Columbia. From New York the motorist, southward bound, may replenish his gas tank at Standard of New Jersey stations as far as the Georgia line, and over the same route he may buy his gas if he likes from independent dealers that retail Standard products. In the territory, were he to thread all its highways, he would find Standard stations to the number of about 1,000 and Standard retailers, including "split" accounts, to the number of 30,000.

"In effect," I said to Mr. Sheffield, "you're a chain of retail stores that sells its goods besides through independent merchants."

"We are," he agreed. "And while we bend every effort to improve our retailing methods, we protect our retailer customers. We're spending money, not to finance them, but to help them prosper. In April, 1927, we established a dealer publication that has a circulation of 35,000. Into that publication goes every month the best information that we can assemble for the dealer's benefit. It carries pictures and descriptions of model stations, detailed descriptions of successful methods—not theoretical stuff, but practical methods that are being applied by capable retailers in our territory. It carries information on technical and mechanical subjects—charts, for instance, that disclose the lubricating points of every make of automobile in general use.

"The dealer publication, important as it is, is merely an index to a general policy of passing on to the independent whatever we are able to learn about successful retailing. In this respect, our own service stations serve as labora-

A Gain of

905,132 *lines in*

National Advertising

NATIONAL ADVERTISERS in seven months of 1929 again testified to the leadership and productive value of the advertising columns of The New York Times.

During this period The Times published 4,791,877 lines of national advertising, an excess of 919,321 lines over any other New York newspaper.

This unequalled volume represents an increase of 905,132 lines over the corresponding period last year and a gain of 62,837 lines more than all other standard sized New York morning newspapers combined.

The New York Times

All advertising subject to censorship

tories. In our own stations we've learned what merchandising-at-the-point-of-sale can do.

"Some years ago we conducted a study of the methods and manners of the men in our own stations. We examined every man on two counts—selling and service. If in the routine of serving customers he offered a single suggestion that might directly affect sales—if, for instance, he asked the customer, 'Shall I fill the tank?'—that suggestion counted as a score in selling. And if, in serving the customer, he performed any act not specifically requested and not required by the routine of the transaction—if, for instance, he cleaned the windshield or checked and filled the radiator—then that act counted as a score in service.

"Our survey disclosed that on the combined qualities of selling and service—two qualities that bore directly on our volume—our own men rated, on the average, just 20 per cent.

"We tackled the job of boosting that average. We raised our standards of employment; and, to insure that we'd attract higher-grade men, we provided incentives. For each station we established step-up salary levels to the end that a man who would use his head and expend extra effort toward building business, might increase his income by climbing to the higher levels. We established a line of promotion through the service station upward into supervisory jobs and into general sales. And we hold fast to that line. Thus the man who takes a service-station job actually knows that he needn't be a service-station attendant all his life—on a service-station attendant's pay. We devised and placed in operation a plan by which to teach our station men how to sell larger volumes of our product and, at the same time, win a larger measure of the public's good-will.

"Today in our stations you'll find a different atmosphere. On the whole—for, of course, there are exceptions—our men are alert and courteous and thoughtful. And each of them sells more volume.

"We've seen what that sort of merchandising can do. And we've

passed on the discovery—simple as it is, but highly important—to our independent dealers. As a result, it's not merely in a Standard-operated station today that an attendant will impress you by his care and his thoroughness and his salesmanship, but in many an independent station.

"It has been said that the way-side filling station is passing, to be supplanted by the filling station de luxe. Undoubtedly, just as in other lines of merchandising, there is a high turnover among filling-station retailers. The business requires comparatively little capital; and, although the distributor may adopt the policy of looking carefully into prospects and possibilities before encouraging a new outlet to open, the fact remains that the number of pumps along the highway doesn't seem to be diminishing.

Profit Margin on Gasoline Is Small

"And as to the station de luxe, the more de luxe it becomes, the closer it approaches the point of diminishing returns—the point where volume of sales fails to produce an adequate return on the investment. On gasoline, which constitutes the bulk of filling-station business, the profit margin is very small. A given station can accommodate only so many cars at its pumps. To most motorists, gasoline is just a casual purchase, and the driver, who, approaching a station, sees that the pump spaces are all occupied is likely to drive on to the next station. To increase its volume, the station must spread out—and occupy a considerable area of ground that, in most instances, is fairly expensive. And if the station is enlarged by building it into the air and on the upper floors, adding facilities for oiling and greasing, then the management is confronted by the problem of increased operating costs in a business in which the average unit of income is fairly small. Whether on the ground level, or on the upper floors of a building, automobiles are bulky things to handle and house.

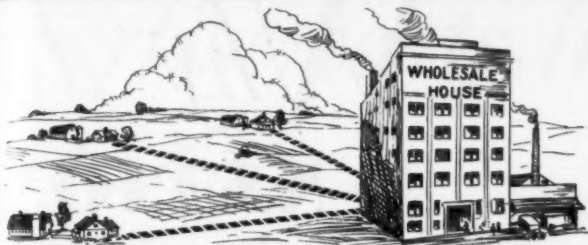
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Supply Stations *for* Northwestern Agropolis

Minneapolis, St. Paul and Duluth have many thriving wholesale houses. They sell vastly more merchandise than the residents of those cities could possibly consume.

Where are these goods going?

To Northwestern Agropolis. A tremendous community stretching through Minnesota and the Dakotas. More than half the population of these states.

Nearly half a million families with twice-a-month cream income and money from other sources of diversified farming.

A community of concrete arteries leading to nearly 14,000 towns where merchants sell them the goods they have seen advertised.

The only difference between Agropolis and any city is that the people have been sane enough to spread out and have elbow room enough in which to live.

More than 250,000 of these families are regular subscribers to



THE FARMER

Webb Publishing Co., Saint Paul, Minnesota

and

Farm, Stock & Home

55 E. 10th St.
St. Paul, Minn.

Standard Farm Papers, Inc.,
307 No. Michigan Ave.,
Chicago, Ill.



Wallace C. Richardson, Inc.,
250 Park Avenue,
New York

Member Standard Farm Paper Unit

Why do NATION'S have higher - than

. . . An Answer by the
\$100,000,000 Media Man



Take the men who are buying Nation's Business for their clients. Blend them into one composite individual and you have a space buyer responsible for billing far above the one hundred million dollar mark. Some of their recent comments are summed up below in a single composite viewpoint.

Dramatic changes are taking place in all industries today. Changes that, in this day of mass production, may easily spell disaster to the business man who fails to take note of them. And none, so I've observed, seem to realize this more keenly than the 300,000 executive readers of Nation's Business.

Alert, each month they turn to Nation's Business for an analysis of current industrial trends, and a forewarning of future fluctuations.

"Do its editorial columns help them run their businesses?" you ask. And they answer by ordering reprints to the tune of 300,000 a year!

"Do they look to its advertising pages for aid?" you ask. And a truck advertiser answers with a record of two fleets sold on direct inquiries from his first insertion!

As I see it, this is the way it sums up—

Visibility is highest where vision is keenest!



NATION'S

Advertisements in BUSINESS

average visibility?

Advertising Has Some Foot Rules
By DUANE D. JONES

Give the Contractor
a Chance!

Listener Rules Broadcast
By MERLIN HALL AYLESWORTH
President, The National Broadcasting Co.

Agriculture's Industrial Revolution
By WILLIAM HARPER DEAN
U. S. Department, United States Chamber of Commerce

Growing Pains of Aviation The Fifty-Million
Automobile Myth
By W. J. AUSTIN

Towns Have What Cities Promise
By C. W. NASH
The Nash Motors Company

Main Have
Evils, Too What the O'Fallon Decision Means
By THOMAS C. POWELL
President, Chicago and Eastern Illinois Railway Company

BUSINESS



When Your Salesmen Reach Booth Newspaper Cities

They will be given a warm reception by wholesalers and retailers if they can say—

**“It Will Be Advertised
In Your Local
Booth Newspaper”**

Jobbers and merchants know that their Booth Newspaper covers practically every home in their respective markets and that it holds the confidence of its readers. They are willing to stock and push a product with such backing.



Combined Net Paid
Circulation

280,494

A. B. C. Not Paid
For Period Ending
March 31, 1929

Grand Rapids Press	Flint Daily Journal
Saginaw Daily News	Jackson Citizen Patriot
Kalamazoo Gazette	Bay City Daily Times
	Muskegon Chronicle
	Ann Arbor Daily News

I. A. KLEIN, *Eastern Representative*
50 East 42nd St., New York

J. E. LUTZ, *Western Representative*
180 North Michigan Ave., Chicago

BOOTH NEWSPAPERS, INC.

Central Office, 2500 Buhl Bldg., Detroit or any newspaper listed

a station operated by a big distributor enjoys certain advantages, it must not be forgotten that the independent dealer has his advantages, too. Because the business is his own, he doesn't need to be persuaded to give it his conscientious attention. Rather often the business is a family affair, and its labor expense as a result is low. The independent dealer isn't handicapped by any eight-hour day. He doesn't need to pay the wages of a double crew of attendants to get the business of the early morning and the highly productive evening hours. And if he's alert and intelligent, as are many independents today, he can learn just as much about the science of retailing as can the bigger distributing company.

"The independent, I believe, is here to stay. The oil distributors recognize his place in the business, and, just as distributors are doing in other lines of business, the oil companies are encouraging him and helping him with all the facilities at their command. I doubt if there is any intention to crowd him out of business and to take retailing wholly out of his hands. Among oil companies, the highest percentage of direct retail business yet attained by any company that I know of is 40 per cent. The average, I should say, is considerably lower than that."

The birthplace of the filling station—and perhaps this fact isn't generally known—was California. In California, whence Mr. Schefield came to Standard of New Jersey by way of the fuel administration in Washington, he was with Union Oil. It is a coincidence that Standard Oil of California, which several years ago embarked upon a project of extensive development of retailing facilities, now is leasing many of its company-owned stations to retail operators and, for the benefit of its independent outlets, has established a dealer publication.

The Rev. Paul I. Gilbert, formerly pastor of the First Presbyterian Church, Bowling Green, Ohio, has joined the church service department of the Mather Advertising Company, Chicago.

R. H. Rowland, Sales Manager, Champion Spark Plug

Ralph H. Rowland, formerly district sales manager, at San Francisco, of the Champion Spark Plug Company, Toledo, Ohio, has been appointed sales manager of that company.

Charles L. Corwin, also formerly a district sales manager, has been appointed assistant sales manager. A. Ross Jarman, formerly Western field engineer, will succeed Mr. Rowland at San Francisco.

C. S. DeFord to Direct Alvin Corporation Sales

C. S. DeFord, formerly a research executive for Barrington Associates, New York, has been appointed general sales manager of The Alvin Corporation, Providence, R. I., a subsidiary of the Gorham Manufacturing Company. Mr. DeFord was previously sales manager of The Lamson Company, Inc., Syracuse, and, at one time, was sales manager of the Grand Rapids Show Case Company.

To Represent New Chicago Tabloid

The Sawyer-Ferguson Company, publishers' representative, Chicago, has been appointed to represent in the Western territory the *Daily Illustrated Times*, new Chicago tabloid newspaper. Lorenzen & Thompson, Inc., will represent the *Times* in the Eastern territory, at New York, and on the Pacific Coast, at San Francisco and Los Angeles.

Advanced by Freeze-Vogel-Crawford

John J. Lawler, who had been president of the Koch Company, Milwaukee advertising agency which was merged with Freeze-Vogel-Crawford, Inc., of that city, nine months ago, has been appointed director of plans and service. C. W. Garrison has been made copy chief.

Automatic Burner Appointments

The Automatic Burner Corporation, Chicago, manufacturer of ABC oil burners, has appointed Walter E. Hardy, Inc., advertising agency of that city, to direct its newspaper advertising.

Auspitz-Lee-Harvey, also of Chicago, has been appointed to direct the company's radio advertising.

Appoint Weston-Barnett Agency

H. Willard Son & Company and the Marshalltown Trowel Company, both of Marshalltown, Iowa, have appointed Weston-Barnett, Inc., Waterloo, Iowa, advertising agency, to direct their advertising accounts. Business papers, farm papers and direct-mail will be used.

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"Son, Take My Advice. Never Advertise!"

A Father Writes His Son Who Wants to Know if He Should Advertise His Business

NOME, ALASKA.

DEAR SON:

That you have come to me in a moment of great indecision is merciful. First let me say, never under any circumstances advertise. It would ruin you as it has me.

For the first time in my life I will explain to you why I am living in solitude in these mountains away from the world, away from advertising. I will explain why I am without ambition, lifeless, inert.

When I was your age I, too, had my own business from which I obtained a small income. I was satisfied in keeping my old customers without going out after new ones. My company was so insignificant compared with others that no one paid any attention to me. Business usually came from my friends. But one day an advertising agent paid me a visit and explained just how much benefit I would get if I advertised. I didn't believe him. The next day another agent came and told me the same story. I didn't believe him either. But as the days became weeks and the weeks months, more agents came until finally I decided that maybe I should advertise. Before I knew it an entire campaign was outlined wherein I should spend modestly but wisely in certain advertising mediums.

No mention was made of the results in sales which might be credited to advertising. For it might be a year or two or three before actual results might be traced. Blindly I went ahead following bashfully in the wake of the worldly agent.

We had a small office force couped in a dingy office and just enough business each day to keep us going.

The first advertising appeared on Saturday. I will never forget the following Monday. Our mail was three times as large as usual. Or-

ders came in from all over the country. Literally, we were swamped and I had to keep the office open until late that night to take care of all the business (with extra pay, too.) What a life! A girl had to be employed to answer telephone inquiries about our merchandise.

Inside of a week we were completely oversold.

Within a month our office force was trebled and we were forced to move to large and luxuriant quarters.

Never have I seen anything so disastrous. Our sales multiplied a dozen times. No matter how rude we were, orders kept coming in.

Here are some of the other reasons why advertising will ruin any business, including yours:

1. Advertising will make it impossible to keep up your present prices. Volume sales and mass production will necessitate your reducing prices.

2. You will find it necessary to increase your appropriation from year to year, for if you don't your business will stop growing. If you do you won't be able to stop your business from growing and your profits increasing.

3. Your name will become a household word. There won't be a place you can go where people won't know you (except in these mountains and who wants to live here?).

4. The public will never make derogatory remarks about your products. All prejudice will be removed.

5. Dealers won't need to be sold. They will plead with you to sell them your merchandise. Therefore you won't need to do any selling.

6. You won't be able to buy any stock in your own concern. All stock will be sold immediately upon issuance and before you know it somebody will hold more voting rights than you.

7. You won't be able to find a

I'm Going Out and Eat Somebody's Lunch...

MAYBE IT'LL BE YOURS, partially yours, anyway. If it's your soup, Mr. Campbell, I'm going to get it. If Mr. Swift or Mr. Armour have a thick juicy steak or a lovely slab of ham to offer, that's what I want. Del Monte will probably figure pretty importantly in the vegetable line. Some of those nationally-advertised rolls or breadstuffs coined from the yeast that Fleischmann makes will go *great* with my cup of the House of Maxwell. Dessert? Hostess cake, if it's there.

▲ ▲ ▲ The point is this, you Printers' Ink Fans,—that 1,500,000 of us, in and nearby Los Angeles, *must* eat. And we *must* eat *somebody's* food products. Hunger knows *no* brand names — *unless it's been educated!* If you want to go a long way toward cornering the appetite market with *your* bread, beans, bacon or whatnot, tell your story in the Examiner where it will be seen in more than 220,000 modern homes *daily* and more than 440,000 modern homes Sunday. ▲ ▲ ▲ Is your agent putting us at the *top* of your Fall schedule?

LOS ANGELES EXAMINER
PUT YOUR MESSAGE BEFORE THE MODERNS

dissatisfied employee. They will actually enjoy working for your company. No longer will you need to seek employees, for advertising will cut down employee turnover.

8. Your company will grow into a large corporation. You can't advertise and stay small.

9. Nor will you enjoy limited distribution. It will become national.

10. You will find that you won't be able to use your own capital in financing your business. Advertising will take that job away from you.

11. All doubts as to your success will be eliminated. The joy of doubt will be gone, for advertising insures business success.

12. Lastly, your competitors will take notice. They will admit you're dangerous and buy you out. You'll be fired and end up in these same woods. You can credit that to advertising.

No, my son, take my advice and don't advertise. If you do, you will be confronted by all these miseries and then business will hold you up as an example of a "successful advertiser."

Your dejected

FATHER.

Contributed to "P. I." in Its Second Year

WILLIAM HENRY BAKER

ADVERTISING AGENT AND CONSULTANT
CLEVELAND, AUG. 22, 1929.

Editor of PRINTERS' INK:

I may not be your "oldest living contributor" but I find among my hoarded scraps a memorandum of a request from your editor 'way back in November, 1890, for a contribution to a forthcoming special number, which I think I sent in and in which some correspondence with the late John E. Powers was quoted. I was then living in St. Louis.

Intermittently between then and, say, 1910 I contributed other matter—not very much—but of late have had little inclination to write.

PRINTERS' INK of those days didn't amount to very much (nor did any of its rivals), but today it's the one indispensable publication in its field.

WILLIAM HENRY BAKER.

Soap Account to Eric Rogers Agency

Haskins Brothers & Company, Omaha, Nebr., have appointed the Eric Rogers Company, Omaha advertising agency, to direct the advertising of their Trilby soap. Railroad publications will be used.

Carnation Milk Takes Over Albers Brothers

The Carnation Milk Products Company, Oconomowoc, Wis., and the Albers Brothers Milling Company, San Francisco, have consolidated. The new organization will be known as the Carnation Milk Products Company. With the merger the Carnation company obtains the Carnation brand name under which the Albers Brothers had been marketing cereal products.

H. A. Patterson with United Publishing Company

Harold A. Patterson, formerly Western advertising manager of *American Farming* and the *Agricultural Leaders' Digest*, both published at Chicago, has been appointed head of the Chicago office of the United Publishing Company, Kansas City, Mo., publisher of the *Home Friend Magazine* and *Illustrated Mechanics*.

San Francisco Papers Merged as "Call-Bulletin"

The San Francisco *Bulletin* has been consolidated with the San Francisco *Call* and *Post*. The newspaper resulting from the consolidation becomes the San Francisco *Call-Bulletin*. No change in editorial personnel or management is contemplated.

E. F. Willett with New Idea Spreader Company

E. F. Willett, formerly in charge of advertising of the Central Tractor Company, Greenwich, Ohio, has been appointed advertising manager of The New Idea Spreader Company, Coldwater, Ohio, manufacturer of agricultural implements.

A. J. Cogswell, Art Director, Doremus Agency

Arthur J. Cogswell, formerly art director of the New York office of the Wm. H. Rankin Company, has been appointed art director at New York of Doremus & Company, advertising agency.

Byrne Bauer Joins Frazee Agency

Byrne Bauer, formerly with the Peck Advertising Agency, Inc., New York, has been made vice-president of Harold D. Frazee & Company, Inc., advertising agency of that city.

Appoints Porter Agency

Janet Lou Cooke and Associates, Boston, have appointed the Porter Corporation, advertising agency of that city, to direct the advertising of their "Gift of the Month" merchandising plan. A campaign is being prepared for class magazines and business papers.

ONE OF
THE

506
EXCLUSIVE
ACCOUNTS



Cutex is another of the 506 Nationally Advertised Products that, during 1928, used The Examiner exclusively in San Francisco.

A woman-audience of immense size and exceptional responsiveness has been developed by "Melisse", beauty editor of The Examiner. It responds as a matter of course to the advertising of beauty products—and everything else appealing to the woman buyer.

Note: These 506 do not include 102 exclusive Financial and Automotive accounts that bring the total to 608.



CUTEX

San Francisco Examiner
Monarch of the Dailies

One of the 28 Hearst Newspapers read by more than 20 Million People. Member International News Service and Universal Service. Member of Associated Press. Member of Audit Bureau of Circulations.

W. W. CHEW
285 Madison Ave.
NEW YORK CITY

A. R. BARTLETT
3-129 General Motors Bldg.
DETROIT

J. D. GALBRAITH
612 Hearst Bldg.
CHICAGO

T. C. HOFFMEYER
625 Hearst Bldg.
SAN FRANCISCO

(Below) Lewis Tower—
30-story building rising at
15th & Locust.



New \$7,000,000 department store of Straw-
bridge & Clothier, 8th & Market.



6,400 tons of coal per
hour can be dumped at
the new coal pier of the
Pennsylvania Railroad at
Greenwich Point.



Construction Work

— in Philadelphia —
reflects the City's progress

STEEL fingers reaching skyward; giant shovels burrowing deep! With the clang of steel girder and clatter of rivetting gun—a greater Philadelphia is rising.

Construction work to the extent of *two hundred and eighty millions of dollars** reflects the city's progress; adds *buying power* to the individual home.

Philadelphia is a center where 5,035 plants produce *two billions of dollars' worth* of manufactured products yearly—with a payroll of \$439,573,700*.



Silent Automatic Breaks Records in the "Home Market"

"Philadelphia has a vast number of homes, and is building more every day. We chose The Bulletin to reach these home owners. During May we sold *at retail* over \$205,891.00 worth of Silent Automatic Oil Burners. This record, I believe, is unparalleled in the whole industry. Certainly The Bulletin is due great credit for its important part."

—Wm. J. Dehler, *Phila. Mgr.*

It is a market which leads all others in the number of home owners: 422,600 homes in the City alone, with half of them owned by their occupants. 150,000 additional homes in the suburbs.



Excavating along Filbert St. for the new Pennsylvania subway and underground station for electric trains.

It is a market where the retail sales amount yearly to \$840,000,000*. A tremendous *family* purchasing power, which is thoroughly covered by one of America's great newspapers, — The Evening Bulletin:



Highlights in Philadelphia's building program

Pennsylvania Railroad Terminal, Bridges, Subway, Underground Station and other improvements . . .	\$45,000,000
Philadelphia & Reading Electrification Program	\$20,000,000
Municipal Developments Allied with Railroad Projects	\$40,000,000
South Broad Street Subway . . .	\$8,100,000
Pennsylvania Railroad Electrification Program	\$100,000,000
Tacony-Palmyra Bridge	\$4,800,000



572,600 homes — 548,573 average net paid daily circulation. A coverage built up through thirty-four years upon reader confidence. A leadership won by making a fine newspaper, and selling it upon its merit — without premium, prize or contest.

Philadelphia and The Evening Bulletin offer the solution to economical marketing today.

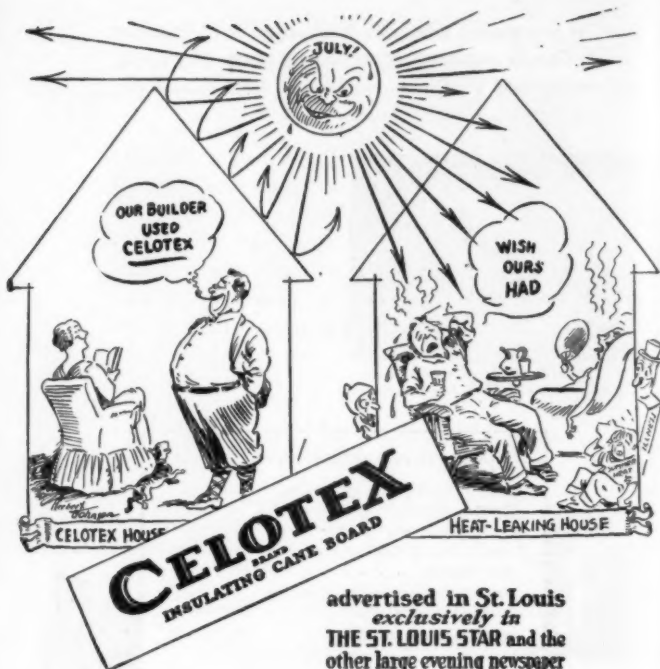
* Construction estimate by The Bulletin Statistical Dept. Industrial plants, their output and payroll, and retail sales figures from Chamber of Commerce.

The Evening Bulletin

City Hall Square

PHILADELPHIA

New York Office: 247 Park Ave.
Chicago Office: 333 N. Michigan Ave.
Detroit Office: 321 Lafayette Blvd.
San Francisco Office: 681 Market St.



advertised in St. Louis
exclusively in
THE ST. LOUIS STAR and the
other large evening newspaper

FROM THIRD PLACE in volume of local and national building supply advertising in the first seven months of 1928, The St. Louis Star advanced to **FIRST** place among St. Louis daily newspapers during the same period this year. Its total volume in this classification was 68,171 lines*—an increase of 48 per cent.

These advertisers, like numerous others, are proving that it is a good business policy to place a larger proportion of their advertising in The St. Louis Star. Have you investigated the changed newspaper situation in St. Louis?

*Figures from Media Records, Inc.

THE ST. LOUIS STAR

National Advertising Representative—GEORGE A. McDEVITT CO.

How a Salesman May Use a Factory Man

A Technical Talk from a Shop Foreman Has Helped to Close Many a Difficult Sale

By A. H. Deute

General Manager, The Billings & Spencer Company

SOME weeks ago, there came along for a manufacturer of automobile accessories an opportunity to quote on a large quantity of a certain item. Competition was keen. Many manufacturers were quoting on the same piece.

A salesman, representing this particular house, took the firm's quotation and got as far as the purchasing agent with it. He came back to the home office and one of the shop foremen asked him: "Do you think we'll get that job?"

"I don't know," the salesman replied. "I'd say we're pretty high, but you never can tell. Why do you ask?"

"Well, it's a job that I'd like to do. My department will do most of it and it's a job that interests me. I've got a couple of men in mind who will just eat it!"

That night the salesman had a thought. The next morning he asked for permission to take the foreman to see the buyer. On the way, the foreman said: "I don't want to talk to the buyer. I want to talk to the shop superintendent—to the man who's going to use that piece when it's delivered."

So the salesman got permission from the purchasing agent to take the foreman to the shop superintendent.

Then there was put on one of the best sales talks that that salesman had ever listened to. Technical terms flew thick and fast.

"Show me just how you are going to use that piece," the foreman said.

And the superintendent showed him.

"Well, then," the foreman broke in, "you don't want it finished that way at all. Better make this little change in the blueprint right here. So long as you're handling it that way, we can take care of

the chamfering in the original forging die and that will save us an operation and save you one, too."

The talk went into various ramifications, revolving largely around how and why that particular foreman was so anxious to do the job and how he had a couple of men just made to do the work.

"You, see, it's like this," the foreman explained. "Those two men are nine-day wonders on Gridleys. We are just finishing up a long run job. In about three months it will be running again. I've got that blank space. If we can get this job, we can slip it right in next Monday and have two expert workmen go right to it and carry it right through."

And the shop superintendent could appreciate something which the purchasing agent could not. He visualized a time, not many weeks off, when he would be pushed for delivery on his machine. Every part which came along to him with no trouble or delay lightened his burdens and worries just that much.

Two days later, the salesman got a call from the purchasing agent: "Come on down and bring that foreman with you."

Credit the Foreman

Later, one superintendent, one foreman, one purchasing agent and one salesman wound up the details and the order was signed. Still later, the salesman admitted: "The only credit I can take for getting the order is for pulling the foreman around. He did the job."

Some years ago, I had a job selling candy. Most of my customers were large quantity buyers. Many of them liked to feel that they were getting something a little different. If it happened to be

some form of mixed candy, they'd want the mix to be exclusively theirs. Those customers would wrangle with a dozen salesmen from a dozen houses. If a salesman couldn't say anything else, they'd talk price and come down a cent or so a pound. Then we'd all be asked to meet the new price.

One time competition became so keen and price cutting so rampant that there was nothing left for me to do but try to shift the thing altogether.

I got hold of Bill Wright, our superintendent, and said: "Bill, this has become just a price cutting contest with the winner of the order turning into the loser of the money. What's the answer?"

"Let me talk to that chap," Bill suggested and over we went. This Bill Wright, like so many other good factory men, had genuine sales instinct. A successful factory superintendent actually has to be a born salesman more often than not. Being able to make men like his ideas is an important part of his job.

So Bill was taken over and introduced as the factory man. "You see," I explained to the dealer, "I know how anxious you are to have something that will not only prove very salable, but which will attract real attention to your holiday candy display. Just sitting here and jabbering with a bunch of salesmen who know the price of everything and the real worth of not much of anything isn't getting you far. You'll probably wind up with something which doesn't cost you much, but won't bring you much more than that. Now, Bill here ought to get your ideas and he ought to be able to translate them into just what you want. Take a shot at Bill and see if he can spark an idea."

So the buyer took a shot at Bill.

Half an hour later, we left with Bill assuring the buyer that he knew just what the buyer was up against, that he would sleep on it, and that maybe by morning he'd have a first-class idea.

About noon the next day, Bill appeared with a box containing the assortment. And it was an excel-

lent assortment. Bill had the buyer's idea in mind and his mind had sparked and there, in the box, was something which would be sure to tickle the buyer.

During the conversation, the buyer had dropped the information that a certain amount of candy wrapped in foil brightened any mixture. We salesmen had been fighting so hard to get the price down that even a tiny piece of foil was out of the question. But Bill made a mixture with plenty of foil—three different colors. Inside of each foil wrapped piece there was to be a real surprise—a cherry in cordial, just as one finds in expensive packages. But Bill pointed out that he could hold these three pieces down to very slight weight and keep the pound price of the mix at a very reasonable figure.

The outcome was that we walked away with a splendid order with the buyer feeling that he was being taken care of personally by the head of the factory.

Two Schools of Purchasing Agents

There are, of course, two schools of purchasing agents. Some keep a high wall between the seller and the man inside the factory who is going to use the article. Others are not so fearful of their prerogatives and are more interested in making sure that their various foremen get just what is best for their needs.

With this latter type of purchasing agent it is often quite possible to effect great savings for the buyer in more ways than one. Many and many a time, a most ordinary salesman, so far as outside flash and finish go, has been able to bring about splendid business relations by getting one of his own shop men into a meeting with the foreman who is going to use the product.

"Of course," one may object, "if you're going to drag your foremen around the country, why not make them salesmen and charge them to the sales department where they belong?"

That's a fair enough question and the answer might well be: "A little visit now and then to a cus-

If Opportunities Grew on Trees—

If some wizard of the Burbank school should graft every known variety of fruit upon one single tree,—the world would marvel.

Southern California has such a tree,—a Tree of Buying Opportunities—bearing vast quantities of fruit—ripening daily—changing constantly.

Not only does it exceed every other such "tree" in the West in the quantity of its fruit,—but offers hundreds of varieties found nowhere else in its vicinity.

In its home orchard,—Los Angeles,—its total buying opportunity yield was 11,784,136 agate lines from January to June, 1929—exceeding the next largest newspaper "tree" by 1,928,136 agate lines.

Of almost equal significance as an indication of its complete service, this tree bore 1,482 EXCLUSIVE display accounts, during the first six months of 1929.

Los Angeles Times

Eastern Representatives: Williams, Lawrence & Creamer Co., 360 N. Michigan Blvd., Chicago. 285 Madison Ave., New York. Pacific Coast Representatives: R. J. Bidwell Co., 742 Market St., San Francisco. White Henry Stuart Bldg., Seattle.

tomer or a prospective customer makes the foreman a better shop man because it makes him more familiar with the other man's problems. If it should happen that such a man can make more money for the house and for himself by turning him into a six-day a week business getter—well, more than one business has been improved and more than one sales department built up by getting a man or two out of the factory and letting him sell goods.

Shop Foreman Turns Salesman

We have a case right now of one shop foreman who has made a few trips to call upon customers during the last few months and now he is asking for a job on the road. He is no youngster. He has back of him a long record of shop practice and shop management. Ordinarily, a man of his age would not be selected to be a beginner salesman. But we have told him to develop a successor to take his place in the shop and we will place him outside.

And why not?

He doesn't know a thing about salesmanship. He realizes that. He realized it so keenly recently that he blundered up to a buyer and said: "Now, I'm not the salesman. I'm just one of the men from the shop. The salesman is at the other end of his territory and the house asked me to see you about this."

The next day that buyer called me up and said: "Hey, what sort of a new wrinkle are you pulling on us—sending actors around? That chap who came here yesterday is just about the fastest thing in salesmanship I ever saw. Told me he wasn't a salesman, got under my skin and then put up a combination technical talk and high-pressure sales talk that was a jewel. Where'd you dig him up?"

Five minutes of earnest protest failed to convince the buyer that the man who had called upon him was a shop foreman and no salesman. It was only when we asked the buyer to come around and see this man at work running his shop that we could convince him.

I was discussing this subject a

few weeks ago with a friend of mine who is an automobile salesman. He said to me: "I have a brother who is a foreman in our company's factory. He's going to spend part of his vacation with me. I think I'll try this idea and run him in as a technical man. I'll tell you later how it works."

A little later he called me up: "I took my brother along on a few difficult calls, where the prospects were themselves mechanics and interested in the technical side of motor car manufacture. I introduced him as being right from the factory where he was a foreman.

"The prospects in every case were glad to talk with him. They asked him questions that they would have asked no one but a factory man. They appreciated his replies. They went into the ins and outs of the car with him because he had a line of shop talk only a man direct from the factory could have. We sold two of those prospects that same day."

There is nothing so unusual or mysterious about that sort of thing. "A man from the factory" carries real weight. There is a glamour about him. He possesses inside knowledge. Many of his comments carry additional weight because of this first-hand knowledge.

"Right from the factory" lends prestige to the man in question. A certain salesman was selling drag saws, or rather trying to sell them. He was a hard-working individual but he found it difficult actually to close the deals. Loggers and lumbermen and wood cutters seemed to lack confidence in his statements. He seemed too much a salesman.

Realizing this, he quietly listed his prospects, worked out the most economical way to cover them, and wrote to the factory for one of the shop men. He explained what his problem was.

One of the shop foremen came to spend a few days with him. The foreman was obviously no salesman. But just as obviously he knew gasoline engines and he understood his drag saw. He could set it up against a log, make it perform, and then he could stand

THE BUSINESS WEEK



Seriousness of purpose without solemnity of mien. Forcefulness devoid of pugnacity. A style brisk and alert, but not artificial nor self-conscious. Short, to-the-point, but thorough. Business news plus its meaning.

OUT NEXT WEEK



A MCGRAW-HILL PUBLICATION

THE CURRENT WEEK




[Faint, illegible text, likely bleed-through from the reverse side of the page]

OUT NEXT WEEK



A M-CREWING LITERATURE



47.5% of all New York
morning paper sales +
reaching 70% of all New
York City families + A big
medium for a big market!

THE NEWS

NEW YORK'S PICTURE NEWSPAPER

25 PARK PLACE, NEW YORK

Kohl Bldg., San Francisco + Tribune Tower, Chicago

there and talk the language of the mechanic.

His English was faulty. His manner of dress was subject to criticism. He did not live up to the ethics of salesmanship in that he found fault profusely with competitive drag saws. But plainly he knew what he was talking about. With the stage set for him, as it were, and properly introduced and started off by the salesman, this shop man helped close many of the prospects who might just as readily have been sold another product.

And there is another side to it. Recently, a factory superintendent told me that any time one of his foremen can go out for a week or two and help in closing sales, those men invariably come back and become better foremen. They have broadened out mentally. They no longer feel only the problems of the factory man. They know something of the problems of the salesmen. They develop a merchandising sense which stands them in good stead when it comes to putting their work through the shop.

Using shop men now and then to help make sales is not only good business from a selling standpoint, but it generally proves decidedly beneficial from a manufacturing standpoint.

J. L. Tait with H. W. Kastor Agency

John Leisk Tait, formerly with the D'Arcy Advertising Company, Inc., St. Louis, and previously, for ten years, with the Fisher-Brown Advertising Agency, has joined the staff of the H. W. Kastor & Sons Advertising Company, Chicago.

R. W. Canfield Joins Touzalin Agency

R. W. Canfield, recently with Russell T. Gray, Inc. and, at one time, advertising manager of the Pepsodent Company, Chicago, has joined the Charles H. Touzalin Advertising Agency, Inc., as service manager.

Appoints S. S. Koppe & Co.

Diario de la Costa, Cartagena, Colombia, has appointed S. S. Koppe & Company, Inc., publishers' representative, New York, as its advertising representative in the United States and Europe.

Too Few Advertisers Know How to Work with Agencies

E. G. STELLINGS Co.

WILMINGTON, N. C., AUG. 15, 1929.

Editor of PRINTERS' INK:

I think that this is the first time I have ever written you in reference to an article carried in your excellent publication. I could not help, however, expressing my interest in the article on page 72 of the August 8 issue by Howard W. Dickinson, "The Advertiser Asks Too Much of the Agent and Publisher." This article certainly covers a prevalent attitude found in the minds of most advertisers.

What a real feeling of content and satisfaction it is for an agency to run across some of the few advertisers who actually work with and depend upon the agency. If advertisers only knew how much more service, thought and energy they receive from their agency by such an attitude I believe more of them would be swinging over to the class of "the favored few."

E. G. STELLINGS,
President.

O. B. Motter Organizes Men's Style Service

Orton B. Motter and Associates is the name of a new business which has been organized at Chicago to act in the capacity of men's style counselors, interpreting and promoting men's fashions. Mr. Motter has been publicity director of the House of Kuppenheimer and will continue as editor of its house magazine, "Tomorrow's Merchant."

Miss Laura Webster Joins Guenther-Comer Agency

Miss Laura Webster, formerly space buyer of the Ferry-Hanly Advertising Company, Inc., Kansas City, Mo., has joined the staff of the Guenther-Comer Advertising Agency, Inc., also of Kansas City, as space buyer and office manager.

Ruleta Company Appoints Hazard Agency

The Ruleta Company, New York, hardware specialties, has appointed the Hazard Advertising Corporation, of New York, to direct its advertising account.

Radio Account to McJunkin Company

The United States Radio and Television Company, Chicago, has placed its advertising account with the McJunkin Advertising Company, of that city.

Appoints Evans, Kip & Hackett

The Bohlander Chemical Company, New York and Miami, water-soluble iodine, has appointed Evans, Kip & Hackett, Inc., New York agency, to direct its advertising account.

pt. 5, 1929

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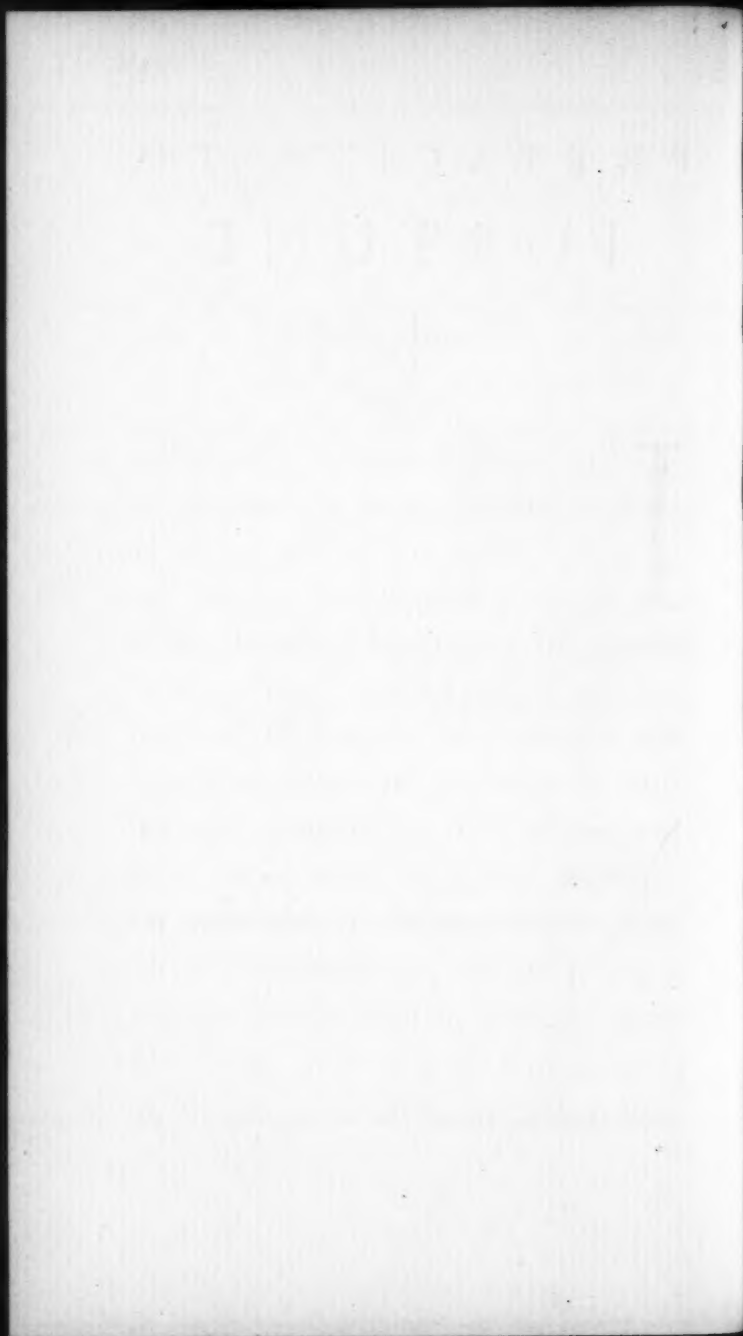
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P R E F A C E * T O
F O R T U N E



IT is a generally accepted commonplace that America's great achievement has been Business . . . "Our best men are in Business." And, especially of late, this greatness has been reflected in pride of achievement. Architecture has been chiefly concerned with expressing this sentiment in bank and plant and skyscraper. Now, even the interior decoration of offices has become a major art.

And yet . . . publishers, usually quick to reflect trends, have almost entirely overlooked the Vogue of Business. The magazines now devoted to business are not commonly regarded as the finest in the land either physically or intellectually. Therefore, it is proposed to



create a magazine which shall represent business "in ink and paper and word and picture as the finest skyscraper reflects it in stone and steel and architecture." ¶ With equal insistence, it is proposed that this magazine shall give to the record of Modern Industrial Civilization a distinction comparable to the intellects which business now attracts, and upon which it must increasingly rely. The demand for such a magazine is everywhere apparent.

Adequately to supply the demand involves journalistic hazards, many and great.

TIME, Inc. accepts the opportunity.



↳ FORTUNE ↳ AT A GLANCE

NOW, after two years of careful investigation and preparation, TIME, Inc. announces for publication in 1930, a de luxe monthly magazine. Its subject is Business. Its purpose is to reflect Industrial Life in ink and paper and word and picture as the finest skyscraper reflects it in stone and steel and architecture. To this end it combines resourceful journalism, brilliant writing, superlative photography and master craftsmanship.

The magazine's name is FORTUNE since it deals with the factors which control the fortunes of every man.

Its price is \$10 the year, not only because of the great production expenses, but also because, if the magazine is good enough, this unique price will cheerfully be paid by FORTUNE readers.

FORTUNE especially desires to attract those active, intelligent and influential individuals who have a relatively large stake in U. S. Industry and Commerce either directly or indirectly. These individuals include the major executive—and also his friends (able doctor, politician, or lawyer) who are increasingly concerned with Business and with Business men.

Circulation for the year 1930 is guaranteed to average 30,000.

FORTUNE'S immediate circulation goal is 50,000, which,

we believe, is a larger and more definitely "class" group than has ever before been assembled by a single magazine.

The reason for our conviction that 50,000 @ \$10 will soon be assembled is that Business is obviously the greatest single common denominator of interest among the active leading citizens of the U. S. This conviction has already been put to the acid test by the Circulation Manager—with amazing results.

↔ A MOST ↔ CONSPICUOUS GAP

ALMOST every major occupation of our people links with Business. Business is obviously the major activity of "our best men". Even the Professions, once almost entirely set apart from "trade", impinge increasingly on Business Statecraft heeds its counsel and aids its extension Science is the right-hand ally of Industry. Law, on the left hand, advises and organizes in the interests of Business Education changes its systems to train the men of Business The Arts give Business temples for workshops and palace rooms for offices. Advertising broadens the usefulness and sells and beautifies the products of Business "Business is the focus of our national energies".

And the people whose stake in the industrial order is the largest, have a pride of achievement that is deeply genuine. Today, for every snob who looks down on "trade", there are a hundred people who base their family's fame on the membership in it of a railroad builder, an organizer of a communication system, a financier, a designer of skyscrapers, a genius of corporation law. Business, in the modern sense of the word, is the distinctive expression of the American genius.

Yet, where is the publication that even attempts to portray Business in all its heroic present-day proportions, or that succeeds in conveying a sustained sense of the challenging personalities, significant trends and high ex-

citements of this vastly stirring Civilization of Business?

Where, briefly, is the magazine doing for Business what other magazines have long been doing for Society, Sport, Fashion, Travel, the Arts, the Country Estate? Where is the Tycoon's own magazine (not trade paper) regularly and avidly read? Where is the magazine which illuminates business for the intelligent woman in touch with her husband's interests? It simply does not exist.

TIME'S publishers have come to believe that there is a definite need for such a magazine, and that here is the most conspicuous gap in the entire publishing range. With FORTUNE they now propose to fill that gap.

HOW FORTUNE DIFFERS



FORTUNE differs from other general Business magazines essentially as follows:

1. It will avoid generalities such as "Coöperation between Capital & Labor".
2. It will have no "inspirational" matter.
3. It will contain no advice on how to run your business.
4. No tipstering.
5. No puffing of individuals.
6. No "defending" of Business.
7. No propaganda.
8. No ghost-written banalities by Big Names.
9. It *will* have literary standards of the highest—and if Babbitt doesn't like literature, he doesn't have to read it.
10. It *will* be beautiful.

FORTUNE differs from the other beautiful magazines essentially as follows:

1. Its subject being more serious than, for example, "Society", FORTUNE will contain much more editorial matter than most handsome magazines, and its editorial content will be much more seriously executed. That is,
2. It is not simply a magazine to look at or through; it is a magazine to read from cover-to-cover.

HOW TO LIVE

The first of the three parts of this book is devoted to a discussion of the principles of life. The second part is devoted to a discussion of the principles of conduct. The third part is devoted to a discussion of the principles of thought.

The first part of the book is devoted to a discussion of the principles of life. It is divided into three chapters. The first chapter is devoted to a discussion of the principles of health. The second chapter is devoted to a discussion of the principles of wealth. The third chapter is devoted to a discussion of the principles of power.

The second part of the book is devoted to a discussion of the principles of conduct. It is divided into three chapters. The first chapter is devoted to a discussion of the principles of honesty. The second chapter is devoted to a discussion of the principles of justice. The third chapter is devoted to a discussion of the principles of kindness.

The third part of the book is devoted to a discussion of the principles of thought. It is divided into three chapters. The first chapter is devoted to a discussion of the principles of logic. The second chapter is devoted to a discussion of the principles of science. The third chapter is devoted to a discussion of the principles of art.

FORTUNE'S FIELD

THE field for editorial exploitation is infinite. Accurately, vividly and concretely to describe Modern Business is the greatest journalistic assignment in history. Business is the big news of the day. But most of it goes unharvested because the intriguing things about Business do not happen like sudden murder, catastrophe, or a Presidential Message to Congress. Business is everywhere and always: hence, to the City Room, not much of anywhere or anytime. Business does, of course, happen in the stock market. But the real story is not in the stock market. The real story is in the daily activity of millions of men throughout the country and throughout the world. It is a story of the processes and the results of this interminable activity of millions of men which FORTUNE proposes to get and to put together.

For example, you can get the balance sheet of International Mercantile Marine, from which you may or may not be able to deduce how much the famed White Star Line made or lost in a given year. But the concrete story is: "How much does the S. S. MAJESTIC make on an average round-trip voyage from New York to Southampton?" FORTUNE will give you the answer to this story in complete detail.

The Majestic is but one unit in one company in one branch of business. The industrial age includes thousands of Majestics (some of which are tiny chemical atoms) each of which has its own exciting story.

Exciting as ships and atoms are, the people who run the ships and control the atoms are equally exciting. These people FORTUNE will photograph and describe. Not always flattering will be these descriptions, for FORTUNE is neither puffer nor booster. Both of ships and of men, FORTUNE will attempt to write critically, appraisingly.

Business takes FORTUNE to the tip of the wing of the airplane and through the depths of the ocean along barnacled cables. It forces FORTUNE to peer into dazzling furnaces and into the faces of bankers. FORTUNE must follow the chemist to the brink of worlds newer than Columbus found and it must jog with freight cars across Nevada's desert. FORTUNE is involved in the fashions of flappers and in glass made from sand. It is packed in millions of cans and saluted by Boards of Directors on the pinnacles of skyscrapers. Mountains diminish, rivers change their course, and thirty million people assemble nightly at the cinema.

Into all these matters FORTUNE will inquire with unbridled curiosity, And above all, FORTUNE will make its discoveries clear, coherent, vivid, so that the reading of it may be one of the keenest pleasures in the life of every subscriber.

"READABLE & BEAUTIFUL"

FORTUNE aims to make its editorial contents of such vital importance that, were they but presented on mimeographed sheets, they would be eagerly read by the Tycoons of Business themselves.

But FORTUNE will also give its subscribers the most beautiful magazine yet attempted in this country—so strikingly illustrated that nearly every page will be a work of art. FORTUNE'S editors believe that nothing so illuminates a subject as shrewdly selected photographs, portraits, maps, drawings. FORTUNE'S artists and photographers have already explored this country for photographs and portraits that tell more than columns of text.

FORTUNE'S first issue, and every other issue will be rich with them. Miss Margaret Bourke-White, perhaps the ablest of U. S. industrial photographers, is a member of FORTUNE'S staff.

Thomas Maitland Cleland, one of the finest typographers and art directors in the country, has designed FORTUNE. Each issue will come under his personal supervision. Typically, Mr. Cleland's plans call for the elimination of the half-tone process between originals and reproductions, wherever possible. So FORTUNE'S covers may well be painted in five or six colors by the artists and then printed in firm impressions, making each reproduction in a very real sense an original. Eminent artists, Rockwell Kent and Edward Wilson among them, will be asked to create the

paintings and etchings for FORTUNE'S covers, frontispieces and inside pages.

Behind FORTUNE stands the TIME organization. And TIME, Incorporated, because of its intimate contacts, will have authority and sound counsel. But it must also possess other things: for instance, a far-flung network of correspondents. Also researchers who can discover the single fact that illuminates an entire industry, a complex situation, or a mysterious career. Above all, writers who can write and editors who know what *news* is. FORTUNE has all these. It has close contacts with 300 regular "scouts" and correspondents throughout the world. It has, too, a group of researchers who have already dug out a mass of hitherto unrevealed facts about corporations, industries, individuals. FORTUNE'S writers are hand-picked from hundreds available, and FORTUNE'S editors, TIME-trained, recognize the illuminating and entertaining when they see it.

30,000 SUBSCRIBERS FOR 1930

FORTUNE guarantees an average net paid circulation of 30,000 for 1930. FORTUNE will be a member of the Audit Bureau of Circulations (ABC).

Consider who these 30,000 subscribers will be. They will be the people for whom air transport lines run, for whom Round-the-World and Mediterranean winter cruises were established, for whom yachts are built and expensive automobiles assembled. They will be the 30,000 whose influence in the industrial and the financial community outweighs that of 30,000,000. They will be the people in whose hands billions of the national wealth are concentrated. They are, in short, the aristocracy of our business civilization.

FORTUNE'S circulation methods, like TIME'S, will be a guarantee to advertisers that its readers are not only wealthy and influential, but modern-minded in their openness to new ideas. Otherwise FORTUNE, as TIME, will not appeal to them.

FORTUNE'S subscribers will be obtained almost exclusively by letters (personal in tone and expensively presented) to persons of active wealth and influence, listed in every sizeable U. S. community. FORTUNE'S circulation mailings will doubtless constitute the most expensive and distinguished large-scale circularizations ever made by an American publisher.

20,000 SHIRTS

FOR 1930

THE NEW YORK TIMES

For the first time in the history of the United States, a shirt is being made in such quantities as to be sold at a price which will enable every man to own one. The shirt is being made in such quantities as to be sold at a price which will enable every man to own one. The shirt is being made in such quantities as to be sold at a price which will enable every man to own one.

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ORIGINAL ADVERTISERS

FORTUNE believes it offers advertisers a new idea and a unique medium of the greatest utility. Therefore, FORTUNE dares to ask for advertisers' contracts in advance of publication.

FORTUNE seeks with confidence a sizeable volume of advertising to start with its first issue. Original Advertisers (i. e. those who contract, before a Fall date, which may soon be announced, for space starting in Vol. I No. 1) will have every Protection, and the Option for the future on their positions. They will be exempt from any increase in advertising rates during 1930, necessitated by an increase in circulation beyond the 30,000 guarantee on which FORTUNE'S initial rates are based. The Circulation Manager's tests have already brought amazing returns.

Original Advertisers run but small risk, for FORTUNE, confident of the success ahead of it, pledges them this: *Should any Original Advertiser feel (after using FORTUNE for six months) that he has made a bad bargain, he may cancel his contract and have all his money back.*

❧ FORTUNE ❧

ADVERTISING FACTS

RATES

Full Page_____	\$500
Half Page_____	\$250
Quarter Page_____	\$125
One-eighth Page_____	\$63
Inside color pages and second or third covers_____	\$750
Back cover_____	\$1,000

Twelve-time users receive a 10% discount.

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Plates for the existing class magazines will be acceptable to FORTUNE, provided their screen permits perfect reproduction. (FORTUNE'S pages will take plates of the finest screen.)

•

Every advertisement will be surrounded by a deep margin, giving an unusual effect of spaciousness and dignity.

•

Vol. I No.1, dated February, will be issued January 25, 1930.

FORTUNE'S ADVERTISING REPRESENTATIVES

• NEW YORK •

F. J. DUSOSSOIT, *Advertising Manager*

W. HARRY CAREY
STEPHEN R. HOYE
T. A. DAVIDSON

• CLEVELAND •

WILLIAM B. KEGG

• DETROIT •

D. C. MURRAY

• CHICAGO •

GEORGE WHITESIDE

SAN FRANCISCO AND
LOS ANGELES

ROGER A. JOHNSTONE

•

New York Office: 205 East 42nd Street

Cleveland Office: Hanna Building

Detroit Office: General Motors Building

Chicago Office: Union Carbide and Carbon Building

San Francisco Office: Alexander Building

Los Angeles Office: 117 West 9th Street

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How the Merger Trend May Affect Trade Association Work

In a Few Associations Real Problems Have Already Been Created by the Merger Trend

By E. B. Weiss

AN interesting bit of news appeared in the papers on August 21—that is, interesting to those who follow the merger trend. This news emanated from the Department of Justice. It stated that William D. Mitchell, the United States Attorney-General, had asked for \$75,000 for an expansion of the anti-trust staff. There are now sixteen assistants on the anti-trust staff and the additional appropriation would enable the Attorney-General to employ eight or ten more.

The point of interest in this item of news is that it infers greater activity on the part of the Department of Justice in keeping in touch with merger developments and this, of course, in turn is due to the constantly increasing number of mergers. In other words, the Government is looking forward to an acceleration in the merger movement and is laying plans to cope with it.

The effects of mergers on distribution have been discussed frequently. Other phases of the business changes effected by mergers have also been studied. At least one phase of the merger situation, however, has not received the attention it warrants. This phase is concerned with the impress which the merger development seems likely to leave on trade association work.

The question that now comes up is: Are trade association officials alert to the implications of the present-day merger situation? Have they recognized the fact that the merger movement is bound eventually to leave its impress upon trade association work?

In several associations no particular foresight has been needed, because mergers in these fields have developed so rapidly and have so thinned out the number of in-

dependently operating organizations that the association officials have had the problem thrust upon them in a manner that made its presence unmistakable. But what about those other fields in which the merger trend is just about starting to gather momentum? What may the trade association officials have to do to meet the merger situation?

Mergers Haven't Affected Confectioners' Association

That mergers most assuredly have created a problem for some trade associations and that others are likely to be affected is indicated by a group of letters recently received by **PRINTERS' INK** from association executives. The following remarks by Walter C. Hughes, secretary of the National Confectioners' Association, outline the situation:

"I have had an opportunity at various times to discuss the merger trend with other trade association secretaries. From these conversations I gather that in some industries, where there have been mergers of a number of large firms, the trade associations have been very seriously affected. Insofar as the candy industry is concerned, there have been no mergers of such importance as seriously to influence the work of this association. In a few cases, the memberships of the merged firms have been discontinued and only one membership for the new organization retained. This has affected our income to a certain extent but not to such a degree as in any way to interfere with our work.

"Therefore, from the viewpoint of this association, mergers are not of serious consequence at the present time. I can see, however, the possibility at some time in the future of a merger being brought about of such size and numbers as

to be a controlling influence in the industry. From the viewpoint of income, this would probably be a rather serious matter for this association. However, I think that means would be found to continue our work even though the number of individual members would be reduced by such a merger to a very considerable extent."

M. L. Hemingway, managing director of the Motor and Equipment Association, tells us: "There have been many mergers in our industry in the last two or three years, but so far they have not had a very disturbing effect upon the association. Some mergers have meant the loss of some members taken into the combination, whereas others, because the various units in the merger continue to operate independently, have continued with us as previously."

It will be seen, then, that the fundamental influence of mergers upon trade associations is that the association usually suffers a loss in membership. Sometimes, as Mr. Hemingway points out, the various units in a merger continue to operate independently and the association, consequently, is not affected to any marked degree. More often, though, the former independent companies, when they become subsidiaries, are subsidiaries in fact as well as in name. They are absorbed in body and spirit by the parent organization and the association in the field soon discovers that every time a big organization in its industry takes over another company, the association has lost one more member.

This fundamental influence may make itself known in an association in a variety of forms, in addition to a mere change in the membership roster. In the first place, the assessment systems used by many associations are of a kind that does not provide for a loss in membership. In other words, every time the membership of one of these trade groups is lessened by a merger, the treasury promptly reflects the absorption. Naturally, the treasury of an association—like the treasury of any business organization—is its most vital spot. Spike the treasury and the wheels

of the association are more than likely to stop moving.

That, then, is one of the forms in which an association is likely to feel the effects of mergers. Another is at least a temporary inclination of the executives connected with an absorbed company to become shy and modest so far as association activities are concerned. Until these executives get the "feel" of the new management they are likely to make themselves scarce around association headquarters. Of course that hurts. An association does not run itself. It needs the active co-operation of all members and when a group which heretofore has willingly given time and effort to association activities suddenly displays a lack of desire—even temporarily—to co-operate, the association promptly feels it.

There is also this angle to be considered: It frequently happens, in a merger, that the chief executive—and sometimes executives—of the absorbed company or companies take a long "vacation." Europe beckons to them or perhaps it is simply a trout stream whose call they answer. In any event, it may be years—and frequently is months—before they take an honest-to-goodness interest in business. That, also, is not calculated to make an association function with its customary smoothness and helpfulness.

Then, it is necessary to realize that a company which formerly consisted of a single unit and had annual sales of perhaps \$1,000,000, looks to its association for co-operation of a different sort when it has a dozen or more units under its banner and annual sales of \$20,000,000 or so. To put it differently, an association covering an industry that is replete with mergers will probably find it vitally important to change its activities so as to hold the interest of the mergers. Otherwise, it may find the mergers taking unto themselves certain matters which were formerly exclusively association functions—and that bodes ill for any association.

It is not to be inferred from what has been said up to this point

that mergers necessarily threaten trade association work. To the contrary, several association executives inform PRINTERS' INK that they see beneficial possibilities for trade associations in the growing number of mergers. Along this line is a letter from E. L. Newcomb, secretary of the National Wholesale Druggists' Association. It is important to bear in mind, when reading this letter, that the McKesson & Robbins merger of drug wholesalers brought under a single banner a group of members of the National Wholesale Druggists' Association. Mr. Newcomb writes:

"When mergers are first formed, one frequently observes certain more or less independent tendencies coming to the front. This is probably due to the fact that the larger an organization is the more it is inclined to feel that it can withstand the various hazards of business. It is no doubt true that large organizations are easily able to weather unfavorable business conditions more satisfactorily than smaller organizations. In my judgment, it is also true that large organizations may profit from the services of trade associations just as effectively as smaller organizations. If we look at the history of various industries which have gone through the period of merging, we will observe that in nearly every case these groups went through an era of apparent disintegration so far as co-operative activities were concerned. From this era, they gradually work back to a point where there is decided and valuable close co-operation between, not only the larger groups, but also the smaller units.

May Lose Some Members

"I do not fear that mergers will destroy trade associations. Mergers may result in the loss of a few members here and there, but if the association conducts its work along sound lines, its services will, in the future, as in the past, be of tremendous value to all who co-operate. It is not at all unlikely that units of merged organizations that withdraw their affiliation with trade associations will, later, see

the desirability of re-affiliating. Working with each other is always profitable; fighting each other is always costly. The trade association affords the opportunity for mutual understanding and the development and maintenance of good-will essential for the most successful conduct of any industry.

"Just what the effect of mergers may have on this association, no one can say. I do not believe that it will be adversely affected in any permanent way. Indeed, I believe that the future of the trade association is brighter than ever before in the past and that an opportunity is present today for collective and co-operative work in the field of distribution, at least, which has never before been equalled."

G. B. Heckel, secretary of the American Paint and Varnish Manufacturers' Association, expresses views that coincide with Mr. Newcomb's. He mentions that there have been some important mergers during the last several years among members of this association and then goes on to say:

"Speaking only from my own point of view as secretary, I have not noticed any reduced willingness to lend financial assistance to our association work or in fact reduced interest in any of the activities of the association. As a matter of fact, in our association it has always been the larger companies who have been interested in all measures proposed for the good of the industry and in liberally supporting all of our activities requiring support beyond the income of the association itself. We have several such activities to which the association treasury contributes nothing. For example, the Educational Bureau, the Save the Surface Campaign, the Unfair Competition Bureau, are all maintained by separate funds which are furnished either on the basis of annual sales, or in proportion to financial strength.

"I may say to you that during my connection first with the Paint Manufacturers Association of the United States, then with the Educational Bureau, then with the National Varnish Manufacturers' Association, and finally with our

present organization, the American Paint and Varnish Manufacturers' Association, Inc., I have always been surprised and gratified with the 'enlightened selfishness' with which the leaders of the industry supported the work of these organizations. To cite a familiar example: Our Educational Bureau maintains a research laboratory in Washington and is in fact a guiding spirit of the entire association. It is composed of eighteen of the leading men of the industry, most of them either the presidents or the active heads of important concerns. These men, practically all of them, attend at their own expense the meetings of the Bureau four times a year, and oftener if necessary, going on call to Chicago, New York, Washington, Atlantic City, or Philadelphia, spending an entire day or more at a time, in devising ways and means for the betterment of the industry and improvement of its practices.

"From this you will see that up to the present time at least, the progress of merging has not caused me much mental perturbation.

"What may happen when they all coalesce is another question which will not worry me, because I shall not be here at that distant day."

Another Optimistic View

Another association executive who is inclined to take a cheerful view of the situation is Junior Owens, secretary of the American Bottlers of Carbonated Beverages. He points out that there is a trend toward mergers in the carbonated beverage industry but expresses the belief that this is working to the advantage of the trade association, rather than to its detriment. He inclines to this view because his experience has convinced him that it is much easier to gain co-operation in association work from the larger, more progressive business executive than it is from the smaller manufacturer.

"I have noticed," he states, "that in the promotion of a progressive trade movement, the larger manufacturers grasp the idea more quickly and are much easier to sell than those manufacturers whose activities are purely localized. I

am thoroughly convinced that the merger trend is doing more good than harm so far as our industry and its associational work are concerned."

The big point in the merger situation as it concerns trade association work—regardless of whether in individual instances it harms or helps the association—is that associations covering industries in which important mergers occur will usually find two important policy changes necessary; first, to make some revision in methods of assessing members and, secondly, to revise their activities so that both large and small members will remain convinced that their interests are being suitably cared for.

In connection with this matter of dues, Mr. Heckel, of the American Paint and Varnish Manufacturers' Association, remarks that since that association's annual dues are based on the Dun ratings of members, merger developments have not seriously affected its revenues. On the other hand, another association secretary, who wants no names mentioned, writes:

"Several mergers have been consummated this year, with the result that we find it necessary to revise our membership dues schedule. The revision will consist of substantially increasing the maximum dues provided for under our present schedule and providing several intermediate classifications between the present maximum and the proposed maximum. The attitude of our leading members would indicate that they appreciated the situation created by mergers and, without exception, they have expressed a willingness to accept any schedule that may be finally agreed upon in committee.

"There is no question that we are going through a critical period in the life of our association. However, developments thus far would indicate that the difficulties presented by mergers in our industry will be met satisfactorily."

With regard to the need for new activities by trade associations to cope with the merger situation, the following remark by Fred Rasmussen, executive secretary of the International Association of Ice

CLEVELAND

is an evening NEWS paper city



Department Stores

Are a 3 to 1 favorite in the evening field. Nearly 3,000,000 lines to less than a million are the figures.*



Drug Stores

Used less than 6,000 lines in the morning compared to nearly 100,000 in the evening field.*



Furniture

Using almost 1,000,000 lines evening, to less than 100,000 lines morning, shows the trend in local space buying.*

**Cleveland
like Chicago
Detroit
St. Louis and
Pittsburgh
is an evening
newspaper
city**

**Local merchants
know this
to be a fact
The way
they buy space
proves it**

*All figures from Media Records, Inc.
for the first 6 months 1929

THE CLEVELAND NEWS

GEORGE A. McDEVITT CO.,
National Representatives

P RINTERS' INK IMPORTANCE OF THE MARKET TO ALL

Advertising to the Five-day Weeker

To the annual convention of the American Federation of Labor, in Toronto in October, the Federation's executive council will report that within the year 500,000 more organized workers have gained the five-day week. National statistics for non-organized workers are not available; but it seems reasonable to suppose that for many of these, also, within the year the working week has come to end at five on Friday. And it seems safe to assume that as a tendency the five-day week continues to tend and to affect the working lives of growing numbers of factory workers, office workers and even the followers of the professions.

To manufacturing, the development need present no serious problem; for it has been characteristic of industrial history that, thanks to improved methods of production, even as production hours are cut down, production goes up. But to merchandising, the development presents an opportunity.

In the long view of the matter, shortening the hours of labor—or reducing the number of factory workers—releases growing numbers of persons to engage in other pursuits. Many of these “grade up” their occupations, and the shifting of vocations tends to raise the standard of living generally.

But meanwhile, the forward-looking advertiser, mindful of the long view, forgets not the close-up. The five-day worker is here, and his number is increasing. He hasn't yet changed jobs. But he is changing his tastes. He has become a man of at least some leisure. He is a better prospect today for real estate, for a home of his own in the suburbs. His Sunday suit is now his Saturday suit as well. He's a better prospect for an automobile and, with more time to drive his car, he needs more gasoline and oil, more accessories for safe and comfortable driving.

He has more time to read and more time—and this is important to advertisers—in which to form the opinions that shape his loyalties.

Reprinted from the August 22 Issue of "Printers' Ink"

TRUE STORY THE ONLY MAGAZINE THEY READ TRUE

INK POINTS OUT THE THE NEW WAGE EARNER LL ADVERTISERS



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R **EAD**
THESE LAST
TWO PARA-
GRAPHS

The ranks of the five day a week Wage Earners have increased 500,000 since January, 1929. In practically every instance increased pay accompanied the granting of the short week.

This is the trend in the New Wage Earner Market. Wages have increased approximately 53 per cent beyond the cost of living and the working week is being reduced to five days.

On the opposite page is reprinted an editorial from PRINTERS' INK calling the attention of every advertiser to the importance of this new market.

Quite naturally PRINTERS' INK did not say that True Story is the only major magazine concentrating in this New Wage Earner Market.

You cannot reach the housewives who are the purchasing agents of these American Wage Earner families with your magazine advertising unless you use True Story.

True Story is practically the only magazine they read.

Write today for "What True Story Means to Business Profits," it contains all the data on the New Wage Earner Market. True Story Magazine, D Graybar Bldg., New York.

READ TRUE STORY THE ONLY MAGAZINE THEY READ

2 FACTS

about The Oregonian Market

1 Oregon has for several months been one of the white spots on the nation's business map—business good and consistently getting better.

2 For 79 years The Oregonian has been outstandingly the best advertising medium in Oregon.

The Oregonian can tell you how to get your share of Oregon business in the next twelve months. Write for a copy of the new "Oregonian Market."

The Oregonian

PORTLAND, OREGON

The Preferred Newspaper of the Pacific Northwest

Circulation: over 109,000 daily; over 172,000 Sunday

Nationally Represented by VERREE & CONKLIN, INC.

NEW YORK
285 Madison Ave.

CHICAGO
333 N. Michigan Ave.

DETROIT
321 Lafayette Blvd.

SAN FRANCISCO
Monadnock Building

Cream Manufacturers, is significant: "It is to be expected that trade associations must, in certain instances, change their program of work to meet the needs of this new development in industry."

It may very well be that out of this need for a change in program will come a new technique that will impart new life and vigor to the trade association movement. It is hardly to be doubted that the business leaders in the forefront of the merger movement are fully aware of the importance of association work. It must not be forgotten that, at one time, the chains were under severe condemnation by local chambers of commerce and boards of trade for their failure to co-operate in local activities. The chains have rapidly changed their attitude in this respect and today, in most chain systems, the local manager is under explicit directions to join in with the local civic and commercial organizations.

Similarly, the executives of merged companies, if they do not already think so, will eventually find that they need the association in their field just about as much as the association needs them. This attitude will be brought about more quickly if association officials plan their work so that the interests of mergers are given adequate consideration in planning the association's work. Really, the first move is up to the association. It must prove that it has to offer something which the merger needs. That ought not be so difficult to do.

Becomes Vice-President of Beardslee Chandelier

Richard Williamson, formerly head of R. Williamson & Company, Chicago, lighting fixtures, has been elected vice-president of the Beardslee Chandelier Manufacturing Company, Chicago, which recently took over the Williamson company. Mr. Williamson will be in charge of sales of the Williamson line, now being produced at the Beardslee plant.

N. S. Dunbar with New York "Evening Graphic"

Noel S. Dunbar, who previously conducted his own advertising business, has been appointed sales promotion manager of the New York *Evening Graphic*. He was at one time with Lord & Thomas and Logan, Inc., and Dorrance, Sullivan, Inc., advertising agencies.

Premium Induces Instalment Buyers to Pay in Full

THE WILLIAM CAMPBELL COMPANY
ELECTRICAL MANUFACTURERS
ALLIANCE, OHIO, AUG. 27, 1929

Editor of PRINTERS' INK:

We appreciate very much your letter with which you enclosed the article "How Instalment Buyers May Be Induced to Pay in Full," printed in your magazine August 8, 1929.

I think that the letter that you suggested was interesting, and we expect to use it with a slight modification.

As you have suggested in your article, a premium does seem to hold a greater appeal because it can be represented as having greater value than a ten per cent discount. We have offered always a ten per cent discount on cash-up balances, but in very few cases do people take advantage of this offer.

We have made one test, using a string of pearls as a premium. We selected pearls because they were pointed out to us by a premium house as being probably the most popular premium on the market. We were convinced that they would appeal to our customers because most of our purchases are influenced by the woman in the home.

Our test mailing of 1,123 pieces brought a return of 83 balances or a percentage of 7.3. We cashed up these balances on a margin of about 9½ per cent.

We were very much pleased with the return, particularly on account of it coming at this time of the year. During the winter months, people are home and not spending money for vacations, and we feel that this percentage can be increased to possibly 10 per cent.

W. A. CAMPBELL,
Sales Manager.

Leland Electric Company Appoints R. A. Grant

R. A. Grant has been appointed director of sales of the control division of the Leland Electric Company, Dayton, Ohio. He formerly had charge of sales of the Cramblet Engineering Corporation, Milwaukee, manufacturer of electrical specialties.

M. L. Felber with Goodyear Tire & Rubber

Mark L. Felber, at one time publicity director of the Firestone Tire & Rubber Company, Akron, Ohio, has joined the publicity department of the Goodyear Tire & Rubber Company, also of Akron. Mr. Felber will be associated with the aeronautical branch of that company.

Milwaukee "Journal" Advances J. E. Dally

John E. Dally, formerly assistant promotion manager of the Milwaukee *Journal*, has been made head of the merchandising service department of that paper. E. J. Sweeney, who formerly conducted the merchandising contacts, will be associated with Mr. Dally.

Utility Never Sold the Farmer His Sunday Necktie

North Newry, Maine, and Waterloo, Wis., Shop for Style Just as City Folk Do

By Irvin M. Shafrin

Copy Director, C. E. Falls Service Company

IN his very interesting article* on the buying habits of "farmers and backwoodsmen" in North Newry, Maine, Louis Cottin stressed the importance of "utility copy" in advertising directed to these folk. "They buy for utility," he writes, "they spend money to fill needs, and the glowing words that cast an aura about luxuries fall flat and insipid before hard-boiled buying tactics.

"Let the copy chief beware," he warns. "Copy is running away with itself. It sells mainly to the city dweller, and it assumes that the folks on the farm get all hot and bothered about the subtle nuances of the better things of life which bow to the great God Style."

Herein I differ with Mr. Cottin. Utility is, after all, a primitive buying instinct. It is the guiding factor in supplying an actual want. Yet Mr. Cottin admits that North Newry farmers buy Cadillacs and expensive radios. A Buick has utility; so has a battery-operated radio set. Yet who doesn't prefer a Cadillac or an electric radio? Given the purchasing power, a buyer is motivated by Style, by Social Prestige, by Imitation and by Ego—all of which are vital copy backgrounds in selling even the farmer and backwoodsman.

Let's take Waterloo, Wis., a town which has much in common with North Newry, Maine. They may be a thousand miles apart in location, yet you could transport the natives of Waterloo to North Newry and you'd never know the difference, barring, perhaps, the Yankee twang.

In Waterloo, as well, the farmers display gasoline pumps and refreshment stands on their lawns

for the opulent tourists. We can picture a big Cadillac from Chicago jauntily gliding up for gas, while the occupants get out for a stretch before the bucolic stares of Farmer Borgman's missus and the kids.

The gas is fed into the tank, the radiator is filled with water. Pa Borgman patronizingly cleans off the windshield of the big Cadillac, and the car zooms away in a cloud of dust, with the farmer's family swallowing a good deal of it.

There is a brief silence, and Mrs. Borgman suddenly finds her tongue: "Henry," she says firmly, "did you see that elegant silk scarf on that woman? The next time we go to Madison or Milwaukee I'm going to get one jest like it, nothing else, and mark my words."

"And that ain't all," opines Farmer Borgman. "Soon as I make enough money off this gasoline and hot dog stand, and the crops come good, I'm agoin' to get one of them there Cadillacs. Don't care if it costs a mint."

Two summers later we see a Cadillac "jest like Banker Green's" parked on the Borgman lawn, while Mrs. Borgman, basking in the sunlight, proudly displays a sport frock and silk scarf that would knock your eye out.

A Rebellion

Was this family guided by utility in these purchases, as Mr. Cottin would have us think? I don't believe so. At the root of it, the Borgmans rebelled against class distinction. If other people could own Cadillacs and silk scarfs, so could they! The Borgmans bought these luxuries not *because* of their utility but *in spite* of it. Nothing more or less than style induced these purchases. For months Mrs. Borgman had been avidly scanning every advertisement for "glowing

* "When North Newry, Maine, Goes Shopping," PRINTERS' INK, Aug. 22, 1929, page 144.

His

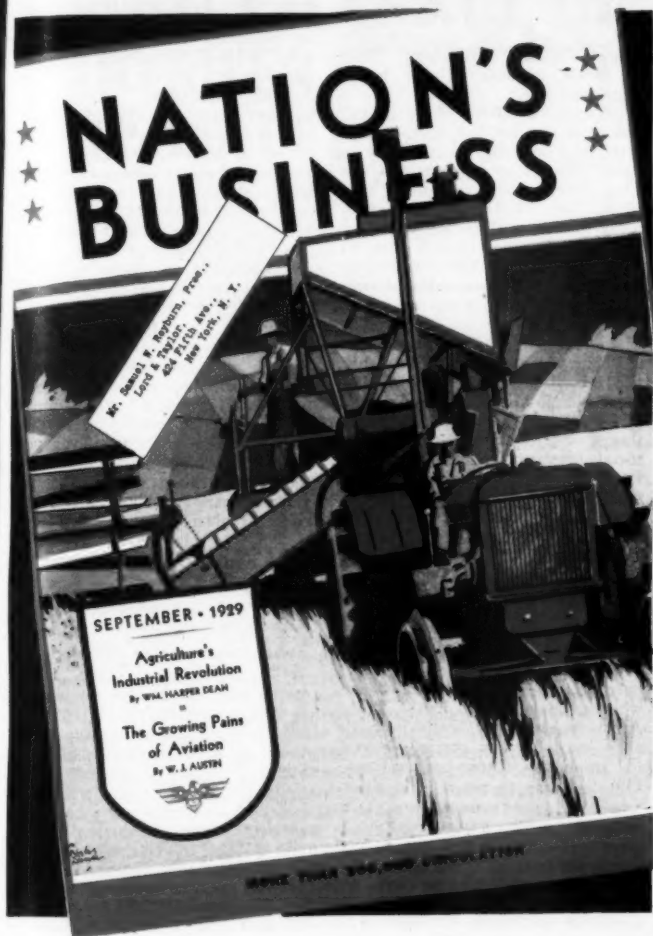
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**"NATION'S BUSINESS has been
of practical and inspirational
aid to me in my business."**

SAMUEL W. REYBURN
President, Lord and Taylor, New York, N. Y.

words which cast an aura" about silk scarfs. And Farmer Borgman, as well, had painstakingly sought Cadillac advertising, "with its subtle nuances of the better things of life."

What were all the years of toil and struggle for, anyway, except that some day they would "live in style," like more fortunate folks. That, indeed, is the consuming ambition, the El Dorado, of every rural family in America.

Advertising is a twin brother of mass production. The tremendous output of products in this industrial era must find a quick and responsive market for absorption. The stability of supply and demand must be maintained. Advertising, and advertising copy of the day, must not so much satisfy a want as create new and additional wants. Style, class distinction and social prestige dictate the step-up from Fords to Packards, from plain dresses to Parisian frocks, from rocking chairs to Cogswells, and from ice-boxes to Frigidaires.

Otherwise pity the market for these higher-priced commodities. As for utility, how much is there in jewelry, lipsticks, silk scarfs and the like? Yet rural America constitutes as fertile a market for style and luxury as any other. One has only to attend a country dance, where you will find rural young America blazoning forth in Style and Quasi-Luxury carried, indeed, to an almost ludicrous extreme. One has only to use a little observation at the summer resort to note the envious gaping of the natives at the city folks' clothes and living habits.

Farmers and backwoodsmen, indeed, would be "Johnny on the spot" to exchange positions with city dudes; give them the cash and they'll imitate to the point of fetish. The fashion fads of arm-and-ankle bracelets, trick compacts, ultra-rakish and varicolored hats, etc., are nowhere so quickly gobbled up in such wholesale manner as in rural America.

The utility theme in advertising copy is admittedly a basic one, and very necessary. Yet while it will sell a motor car, it will not necessarily sell a Rolls-Royce. Where

it will sell a hat, it is not the motivating impulse in the purchase of an imported fedora. Utility, indeed, sells the farmer his threshing machine, his tractor and his farm lighting equipment. But then neither does the city housewife bother about looks or style when it comes to washing machines, bread knives and such. These are purely utility articles and naturally cannot be sold in any other way.

But I firmly believe that you can't sell a luxury or style item to any consumer by stressing utility. There isn't enough of it for the money. The farmer and backwoodsman have the same human nature as metropolitan folks. And that is why the drama of words, the romance of well-phrased sentences, can create a buying impulse in them just as readily as in their city brethren. Utility never sold the farmer his Sunday necktie or the framed lithograph of Abraham Lincoln hanging above his living room fireplace.

Kenneth Wolcott Wins U. B. P. Golf Tournament

Low gross and net honors went to Kenneth Wolcott, divisional sales manager of The B. F. Goodrich Rubber Co., Akron, Ohio, at the monthly tournament of the U. B. P. Golf Club held August 28, at the Sleepy Hollow Country Club. Mr. Wolcott carded a 69 and inasmuch as he was scratch man this was both his net and gross score.

Other winners were: E. Wilsey and Mason Britton of the McGraw-Hill Publishing Company; W. E. Sweetser of *Iron Age*; W. Le Brecht, *Boat and Shoe Recorder*; Harold Holtz, *Dry Goods Economist*; P. M. Fahrenndorf, *Jewelers Circular*; W. H. Hennessy, *Dry Goods Economist*; H. C. Rahm, *Yale & Towne*; C. H. Ober, *Iron Age*, and Thomas Congdon of The Hart Publications.

Karl M. Rickerson Joins Campbell-Ewald

Karl M. Rickerson, until recently an account executive with The George L. Dyer Company, New York, has joined the Campbell-Ewald Company at Detroit.

Canadian Agencies Merge

McConnell & Fergusson, Ltd., and the Federal Advertising Agency, Ltd., have merged under the name of McConnell & Fergusson, Ltd., with head offices at London, Ont. The executive personnel of the Federal agency will join the McConnell & Fergusson organization.

9 FOOT CHANNEL IN OHIO RIVER A REALITY



\$125,000,000 EXPENDED

With the completion of Dam No. 53, near the mouth of the Ohio River, the Federal Government consummates the complete canalization of the Ohio River, creating a great inland waterway that will be navigable from Pittsburgh to the Mississippi River. This event is one of tremendous general importance

to industry and is of particular value to Louisville, Kentucky, and other cities situated on the Ohio River. President Herbert Hoover and prominent members of his cabinet, have definitely expressed their intentions to take part in celebrations. Louisville business men are keenly interested in this development. The tremendous growth of Louisville in the past decade, her new municipal bridge which is rapidly nearing completion, her broad, progressive outlook, her open-minded, public-spirited citizens, have inspired the faith of industrial leaders throughout the nation. Strategically located, unusually progressive, it is only logical that Louisville should take her rightful place as one of America's foremost industrial cities. Advertisers are offered COMPLETE coverage of the Big Louisville Market at one low cost through—

THE COURIER-JOURNAL

OVER 197,000 DAILY

OVER 158,000 SUNDAY

THE LOUISVILLE TIMES

Members A.B.C.

REPRESENTED NATIONALLY BY THE BECKWITH SPECIAL AGENCY

Members the 100,000 Group of American Cities

Rumble, Grumble



Drawings by James Montgomery Flagg

When stuttering drills athwart your window knit the skyscraper's steel bones do you become noise-conscious? Do strident subway turnstiles and the reverberations of elevated trains make you racket-minded? Has office static, jangling bells, and giggly girls ever made you long for the quietude of a padded cell?

Franklin P. Adams, columnist clever, assumes the role of apostle of silence in the current issue of *LIBERTY*. "The City of Dreadful

Noise" is the un-Rotary-like titillation of this article which takes Manhattan to task for its rumble, grumbles, and roars.

"Sonophobia" is F.P.A.'s complex. This he attributes to a horribly audible era in his life when four skyline props took form within a riveting throw of his desk. Arch-offender was the Woolworth Building.



His delusion of oppression has not become less haunting with the years. Changes of address have been the cue for contractors to be-

le and Roar . . .

like tit tearing down old buildings and
es. Mar ramiding new ones. Says F.P.A.:
umble has seemed to me that various
ommerers, riveters, and other so-
lerous persons have made an
reement—at times I have thought
was part of their contract—to
ep me from work."

noise is one of your pet aver-
ons, you will enjoy this champion-
g of a neglected cause; if not,
ou will enjoy it because Franklin
Adams is the author.



ALSO:

Lothrop Stoddard, author of many dis-
cussed books on race problems, tells the
story of a shrewd Yankee, "Chinese"
Ward, who aspired to an emperor's throne
and got it, almost.

J. P. McEvoy, dispenser of humor in its
purest state, presents another reel in the
life of Dixie Dugan. This sequel to the
famous LIBERTY story, "Show Girl," is
titled "Show Girl in Hollywood."

Frederick Palmer, who is touring Canada
for LIBERTY, and writing of its liquor laws
and customs, analyzes the situation in
Ontario where liquor control is a prohibi-
tion compromise.

Additional features by Capt. Elliott
White Springs, Paul D. Augsburg, Hugh
Fullerton, Eliot Underhill, Ralph Barton,
and others.

LIBERTY

A Weekly for Everybody

FOR 1930—2,250,000

to be average net paid circulation guaranteed—and still no increase in rates!

Way Down East!

"DOWN in Maine"—383 miles by rail from Boston, the big distributing point for New England—is the town of Eastport. It has the distinction of being the farthest-east town in the United States!

Eastport has 1045 families, 368 of whom read *The American Weekly*; better than one out of every three families. And "as Maine goes so goes the Nation".

That's the story from Maine to California. While it is true that *The American Weekly* wields a powerful influence in 17 major American cities, it is also true that it concentrates and dominates in 485 of the nation's 784 towns and cities of 10,000 population and over.

- In each of 153 cities, it reaches one out of every two families.
- In 119 more cities, it reaches from 40 to 50%.
- In an additional 108 cities, it reaches from 30 to 40%.
- In another 105 cities, it reaches from 20 to 30%.

plus

Almost 2,000,000 additional families in thousands of other prosperous communities who read *The American Weekly*—making the enormous total national circulation of 5,646,898 — the greatest circulation in the world.

**THE AMERICAN
Greatest
Circulation
in the World
A WEEKLY**

Main Office: 9 East 40th Street, New York City

Wrigley Bldg.
Chicago

5 Winthrop Square
Boston

753 Bonnie Brae
Los Angeles

222 Monadnock Bldg.
San Francisco

1138 Hanna Bldg.
Cleveland

101 Marietta Street
Atlanta

12-231 General Motors Bldg., Detroit

Now for Shirt Sleeve Selling!

Is There Too Little Ballyhoo and Too Much Dignity in the Present-Day Merchandising Formula?

By G. A. Nichols

WHERE is the old-time spirit of fight and enthusiasm that we once saw in selling? Ever since the World War it has been gradually disappearing. Vigorous and plain spoken advertising is giving place to the soft and gentle words of the dilettante; without the least inclination or desire to appear patronizing to the feminine gender, one is almost ready to say that the printed selling presentation has become lady-like. The whole trend is pernicious and dangerous because it has tended to remove hard and earnest work from the merchandising formula. There is too much artificial dignity, too much of the old-fashioned girls' boarding school flavor about it.

The greatest need of the hour, in the estimation of some thoughtful merchandisers, is that selling get back to fundamentals. This means that selling must take people as they are and not try to impose new codes upon them. Selling is wearing its Sunday clothes on business days; it needs to take off its coat; maybe it needs to put on overalls.

One instance of what I am trying to get at: Victor A. Irvine, a Chicago advertising agent, once was catalog manager of the Baltimore Bargain House, which since has changed its name to the American Wholesale Corporation. Jacob Epstein, founder and present head of that institution, is an able mer-

chant. Shirt sleeve selling, if that is the proper term to use, was the foundation of his success; he walked (meaning that he did not ride) into Baltimore as a pedler; his whole stock in trade he carried around with him; he had to work and fight for every sale he made.

Soon he had a store and eventually one of the country's largest wholesale houses selling exclusively by mail.

Mr. Epstein's instructions to Mr. Irvine were that he should "dress up" his catalog and try to make it somewhat more dignified and presentable without, of course, losing any of its selling power. The buyer in charge of the hat department appeared one day with what he called a great selling idea. He wanted a four-page insert featuring certain hat numbers of which he had made a particularly fortunate purchase. The first

page was to consist largely of a picture of a hand holding five aces as a background for the hats. The catalog manager argued with him that this was unconventional, undignified and even a bit silly. Who, for instance, had ever heard of anybody holding five aces in one hand?

"That's just the idea," the buyer insisted. "Five aces in a hand would be sure to attract attention; and I want our customers' attention drawn to these hats."

"But I had my way," Mr. Irvine relates. "Instead of the impossible

PEOPLE want to be themselves. Because of this, they will buy their food and everything else in places where they feel at home. A large number want style and atmosphere; they will buy in stores and act upon advertising which offers these elements. A larger number are more simple in their wants. They dislike ostentation. They won't walk into a store that is too "high-toney" and they ignore advertising which commits the same offense.

These latter are the people to whom shirt sleeve selling appeals. They don't object to a little ballyhoo—to the contrary, they like it. Why, then, does the merchandising world show a growing inclination to refuse to sell these people the way they want to be sold?

card hand, the picture introducing the insert was of a young Adonis, far too beautiful for this world, wearing one of the hats. All the numbers were illustrated and described with meticulous care; all the prices printed in the display type that their attractiveness deserved. Some extra money was spent on the illustrations to make them especially good; as a piece of conventional cataloging it was not at all a bad job. The sales in the hat section, however, dropped fully 25 per cent under those made by the preceding catalog in which there was not so much dignity.

"The next month the buyer had his way; his five aces went in, attention was attracted, just as he said it would be, and the sales went up 50 per cent or more."

Just what does this incident prove? Am I prepared, with it as a basis, to argue that plain, ordinary ballyhoo and slap-stick methods should displace dignity in selling? Not at all. But I do claim that there is a certain element of ballyhoo to be found in most successful selling. This is so because people in general must be regarded as being what they actually are, namely, people.

In other words, to approach them successfully in a selling way, one must keep away from the arbitrarily starchy and super-dignified; he must visualize and plan his advertising from a standpoint of what is likely to be the most effective appeal to his customers rather than as something to please himself. Too much advertising these days is modeled in accordance with the ideas of those in the front office who seem to think that after a business has become successful it must necessarily be "all dressed up" in the way it approaches its trade.

In the merchandising of a commodity, nothing can take the place of good, old-fashioned, earnest selling. General advertising of the right kind can build an invaluable background of consumer acceptance; the dealer can use local newspaper space and direct mail to ally himself with it. Window displays constitute one more link in bringing the consumer and the mer-

chandise together. At this point coats have to be removed, sleeves rolled up and actual work done; otherwise the item must take its chances with many others similar in quality and just as well advertised. This work element is something you see not nearly so much of as was formerly the case; neither in the manufacturer's approach to the dealer nor in the dealer's relations with the consumer.

The value of getting this aspect of selling is that it makes the operation more natural and unaffected and enables the salesman to do the psychological thing at the right moment to create or accentuate the selling impulse.

Selling Kitchen Cabinets with Bed Slats

O. P. Perkins, vice-president of the G. I. Sellers & Sons Company, Elwood, Ind., knows just how the principle works. Mr. Perkins has made an unusual record in selling kitchen cabinets—a highly competitive item that is sure to drag unless some force is placed behind it. He is a dignified man by nature and training; yet one day he was seen out in front of a store in a small Indiana town beating on a Sellers cabinet with a bed slat. He had gone into the store to find out why the dealer had not ordered more cabinets and found that he had several on hand which he declared he could not sell. Mr. Perkins directed a couple of the clerks to carry a cabinet out on the sidewalk and bring him a bed slat. A crowd gathered when the beating started; and he explained he was abusing the merchandise that way to demonstrate its durability. A dentist across the street bought the cabinet; next day all the others were sold and the dealer ordered a new lot.

This incident, which Mr. Perkins himself once related in *PRINTERS' INK*, is naturally not to be taken as a pattern for all to follow; in fact he tried it only that one time himself. But it proved the value and the need of being willing and ready to do the unusual, to depart from the strictly dignified if need be and to strengthen the selling ma-

MEMBERS AND NON-MEMBERS

interested in the production of better advertisements are invited and urgently requested to attend the

THIRD NATIONAL CONVENTION OF ADVERTISING TYPOGRAPHERS OF AMERICA

to be held in Washington, D. C.,
at the Mayflower Hotel, three days,

SEPTEMBER 16-18

chine by introducing a little human interest when such may be needed.

It is a dangerous and even a tragic thing to get above one's trade even in the slightest measure; for then the advertising is pretty sure to have the "talking down" angle. This result of substituting exaggerated or unnatural dignity for work is shown in the department store field. Advertisers in general can well afford to study the department store today and take careful note of the up-hill fight it is making.

In every large city there is a sufficient clientele of the discriminating and well-to-do to make possible the profitable operation of a department store of the Marshall Field type. These stores consistently practice the trading-up principle in the matter of quality of merchandise, service and general atmosphere. Usually they are housed in elegant buildings whose appointments are of the highest class. They are quality stores in every sense of the word; and as such they attract and hold the highest class of trade. Even though the ordinary mine-run citizen hesitates to do business with them on account of the altogether mistaken impression that their prices are higher than he pays elsewhere, they are outstandingly successful; they are institutions looked upon as ideal examples of store operation.

And then, tragedy of tragedies, other department stores in the town try to follow suit. Just consider what has come about in Chicago. It used to be that most of the Loop department stores catered principally to the multitude, leaving the larger part of the so-called quality trade to Marshall Field, and all prospered. But Field's competitors gradually sold themselves on the plan of dressing up their stores, with the result that State Street now has become another Michigan Avenue. What followed? The trade of *hoi polloi* gradually worked its way into outlying stores and State Street is crying for mercy. There are other contributing causes, of course; but the main reason for the difficulties of the downtown

department stores is that in their selling and advertising problems they got above the heads of the majority of their customers. Chicago is a big town and State Street is one of the world's leading retailing streets. Yet, the buying habits of the people are such that there is not enough business for a string of stores of the Marshall Field type.

Couldn't these department stores—and everybody else who has things to sell for that matter, be he manufacturer or what not—introduce just a spirit of the "come hither" sales tactics to be seen in the stores located in the foreign sections of cities? This does not mean that they should station strong-arm men out on the sidewalks and almost literally drag people in as is done in some instances. But why not ask people to buy, and mean it to the extent of making a little noise about it if need be?

Clerks Who Fight for Business

Goldblatt Bros. are a firm owning five department stores in Chicago, which cater largely to the foreign-speaking element. Each of the stores is housed in a thoroughly modern building up to date in every respect. The furnishings and appointments are good, but not so high class as to scare people. Go into one of these stores of a Saturday afternoon or evening and you think you are in a madhouse. The salespeople, all of whom are paid on the P.M. plan, are literally fighting for business—and they get it. If a salesman or section manager thinks he is not getting his full share of sales from the crowds in the aisles, he is likely to leap over the counter and shout out something about his merchandise that brings customers his way.

The Goldblatt advertising, done both in foreign language and English newspapers and also to a large extent by utilizing the old-time handbill method, speaks mainly in pictures.

Everybody can read pictures and figures—the figures meaning prices. When a woman belonging to the so-called shawl trade goes into a Goldblatt store she does not have

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100,000 "Mrs. Consumers" Read The Bronx Home News Daily and Sunday

By R. F. R. HUNTSMAN

At the International Convention in Berlin, Mrs. Christine Frederick, director of the Applecroft Experiment Station, and well known as an authority on advertising and merchandising, made this important observation:

"Do not forget that in America at least, when we speak of the consumer, we really mean Mrs. Consumer. By common consent in America, Mrs. Consumer buys 80 to 90 per cent of all family merchandise. The American now is convinced that his wife is a better purchasing agent than himself. His time and interest is taken up by work. Mrs. Consumer in America spends 52 billions of dollars a year; a billion a week; or 166 millions per business day; 21 millions per hour, or \$350,000 per minute. This is a stupendous purchasing power, and Mrs. Consumer's fingers are even in the purchase of automobiles, radio sets and building materials. Men do not even buy all their own underwear, neckties or shirts."

Students of markets should be students particularly of the means to be employed for reaching the women in those markets.

There are not many important markets in the country where the entire feminine population may be reached by the use of one newspaper.

There is no community in the country where the proof

of such coverage is as convincing as that offered by the *Bronx Home News*.

The Bronx is a market of nearly a million. The *Home News* is delivered at the homes of its residents by 753 newsboys every afternoon before 4 o'clock on week days and before 8 o'clock on Sundays.

It is the first paper, and the only local paper which the women of the Bronx see every afternoon, and they read its contents thoroughly, at an hour in the day when they have leisure to do so.

The *Bronx Home News* covers the Bronx alone—that it is the only newspaper depended upon to carry the advertising of all the Department Stores in this territory, should be sufficient evidence to other advertisers of its invaluable aid in the distribution of every sort of merchandise in this big market.

The *Bronx Home News* is read in practically every home in the Bronx, and it is the women in these Bronx homes who buy everything which goes through their doors to make them homes.

R. F. R. Huntsman, Inc.

Woolworth Tower, N. Y.

Tel.: Fitz Roy 0840

National Representative

"The Home News"

Successful Advertisers—two kinds

SUCCESSFUL advertisers may be divided into two classes:

- (1) Those who know as much as or more than their agencies.
- (2) Those who know less than their agencies, but who have selected competent agencies and who can and do follow agency guidance.

A corollary: Less successful advertisers either think they know more than their agencies and do not, or know they know less but are handicapped with a Yes agency.



HENRY E. HUDGINS
Writer
New York



GUY ROBINSON
Assistant Account Representative
New York



IRVING S. WILLIAMS
Art Department
Buffalo



JAMES H. WRIGHT
Assistant Account Representative
New York



CLARENCE RYERSON
Assistant Account Representative
New York



FRANK J. MAHONEY
Account Representative
New York



DOUGLAS R. HATHAWAY
Space Buyer
Chicago



LORETTA O'NEILL
Marketing Department
New York



WALTER E. PALMER
Writer
New York

Batten, Barton, Durstine & Osborn
INCORPORATED
ADVERTISING
383 Madison Avenue, New York

CHICAGO: McCormick Building • BOSTON: 10 State Street • BUFFALO: Rand Building

to be the aggressor as is the case in the more polite establishments; she is asked to buy something, and asked in her own language, whatever that may be. But no "borax" methods are used; the merchandise is all priced in plain figures and there is no deviation from this price; haggling or horse-trading tactics on the part of the customer will not cause any reduction any more than they will, or rather would, in Marshall Field's or any similar establishment.

Price isn't the big issue here anyway. The people who are fast making the Goldblatt chain the greatest department store business in Chicago outside of Field's, pay substantially as much for merchandise there as they pay downtown. The prices are no lower in any case than is justified by the overhead. And the stock is of staple quality; having a full proportion of the generally advertised and widely known lines that are to be found in any good store.

This is shirt sleeve selling in a somewhat exaggerated form. It would be foolish to say "go thou and do likewise" to all merchandisers; but there is much about the method that can be used generally. Shirt sleeve selling is only another term for asking people to buy and making whatever fight may be necessary, within legitimate limits, of course, to get the business.

Atmosphere, style and class are all right in themselves; but the trouble is, by dressing up selling so as to take the fight out of it, they often give people a wrong idea about the business and work against, rather than for, sales volume.

The jewelry store of C. D. Peacock, Inc., which has been in operation on State Street for many years, is one of the leading retailing institutions of the Middle West. It long has catered to the more exclusive trade of the city and environs and also has built up a big following among the more popular priced trade. A couple of years ago Peacock moved up the street a block and opened one of the most beautiful stores that can be seen anywhere. The Peacock

store always was an attractive place, but this one surpassed anything in the town. And then, lo and behold, some people got to be afraid of it. To offset this entirely groundless feeling, the store is today using street-car cards to inform the multitude that it is "a store for all the people"—which it unquestionably is.

Price Not Primary Consideration

The most important thing of all in considering this peculiar problem is that price is by no means the primary consideration. People do not stay away from the so-called "high hat" store because they cannot pay the prices asked for good merchandise. They pay the same prices elsewhere. It must be that there is an aboriginal, untrained element in human nature that makes many people shy away from the stylish, the correct and the dignified. I know of Chicago business men who refuse to go to any of the downtown hotel dining rooms for their lunch simply because they hate to be fussed over. They do not want to have a lot of uniformed waiters buzzing around them. Consequently, they go over to "The Dutchman's" or some other place where there is plenty of good food and little or no style and pay as much for their lunch as they would in a hotel, or even more.

People want to be themselves and they will buy their food and everything else in places where they can thus function. A large number want style and atmosphere; a larger number are of contrary mind. This is why only comparatively few super-quality institutions can prosper, and why a limited amount of the ballyhoo element should be present in most kinds of selling.

Retailing has been brought into this discussion in an effort to convey to advertisers in general a proper picture of what is going on in selling. For, after all, the matter of the retailer maintaining the proper relationship with his customers constitutes the biggest problem the manufacturer has to solve. Human nature is substantially the same whether it is encountered in

the producing, distributing or retailing of a line of merchandise. And selling is selling, regardless of where it is done.

When a man starts in business he fights for dear life. He works in the most earnest fashion to extend the market for his goods. Then, as his success grows, he is tempted to put on dignity in his selling that he would not think of considering at the beginning. His problem is something like the one faced a year or so ago by the Grigsby-Grunow Company, manufacturer of the Majestic radio. The wise merchandising done by this company had given its product enormous distribution among the popular-priced trade. There then arose the question whether more of the quality note should be introduced into the advertising so as to capture the more wealthy trade as well. The decision was unanimously in the negative.

"We can get along without the quality trade if we have to," an official of the company declared, "but we positively must have the popular trade. Why, therefore, change the theme of our advertising so that this may in any way be interfered with?"

Wise words those.

Miss Marcia Connor Joins Associated Dry Goods

Miss Marcia Connor, formerly merchandise editor of *Vogue* and, at one time, advertising columnist for the Los Angeles *Examiner*, has been appointed director of the newly created bureau of fashion and promotion of the Associated Dry Goods Corporation. This department includes in its activities the promotion work formerly done by James White, advertising manager, who recently retired.

A. V. Amet Joins Always-A-Head Mills

A. V. Amet, formerly assistant sales manager of the Blatchford Calf Meal Company, Waukegan, Ill., has been appointed sales manager of the Always-A-Head Mills, Inc., East St. Louis, Ill.

Marks Arnheim Appoints Ajax Agency

Marks Arnheim, Inc., New York, custom-made clothes, has appointed the Ajax Advertising Agency, Inc., of that city, to direct its advertising account.

Endorses "Just One Publicity Story"

PEOPLES GAS, LIGHT & COKE COMPANY
CHICAGO, AUG. 20, 1929

Editor of PRINTERS' INK:

This writing to the editor is not a habit—I hope. But, as one who has perpetrated various kinds of "publicity," I cannot forbear a blanket endorsement of the August 15 "P. I." editorial—"Just One Publicity Story."

The trouble with most commentators on "publicity," as with many (perhaps most) would-be practitioners, is an utter ignorance of what publicity is and of the difference between publicity and advertising. It is encouraging to encounter the other kind of commentator occasionally.

BERNARD J. MULLANEY,
Vice-President.

Appoint Fisher-Wilson Agency

The Coraza Cigar Company, Philadelphia, has appointed the Philadelphia office of the Fisher-Wilson Advertising Agency to direct its advertising account. Newspapers and outdoor advertising will be used to advertise the Coraza company's Penlo, Sobo and Marshall Field cigars.

The Whitney-Payne Laboratory, Inc., New York, manufacturer of Phenocosan, has also appointed the Philadelphia office of the Fisher-Wilson Advertising Agency to direct its advertising account. Medical magazines and newspapers will be used.

Wheeler Metal Products Appoint Bayless-Kerr

The Wheeler Metal Products Corporation, Cleveland, manufacturer of grass shears and other implements for lawn and garden, has placed its advertising account with The Bayless-Kerr Company, advertising agency of that city. Magazines, business papers and direct mail will be used.

Charles A. Penn Resigns from "Physical Culture"

Charles A. Penn, for the last two years advertising director of *Physical Culture*, has resigned to enter business for himself. He has been associated with the Macfadden Publications in an executive capacity for seven years.

Has Boyle Valve Account

The Boyle Valve Company, Chicago, engine valves, has appointed Paschall, Harris & Paschall, Inc., advertising agency of that city, to direct its advertising account. Business papers and motor magazines will be used.

Leather Account to Ayer

The American Salpa Corporation, New York, manufacturer of leather goods, has placed its advertising account with N. W. Ayer & Sons, Inc.

REACHING

a \$168,000,000 Market with TWO Publications

THE annual production of sheetings in this country is valued at \$168,000,000.

In the marketing of this commodity two influences are of prime importance—the jobber and the large retailer.

1. *The Jobbers* constitute the bulk of the immediate market for sheets, sheetings, pillow-cases and pillow tubings. At the most conservative estimate the wholesale trade buys and controls the distribution of 70% of the total volume of sheetings. In the same class as a market come the quantity retail purchasers—the chain stores, syndicates, resident buyers and associated retail stores.

2. *The Large Retailers* constitute an important market in themselves, but, what is even more important, they are the bell-wethers of the retail trade. Stores of all kinds follow their leadership.

Acceptance among these two groups of distributors is essential to the establishment of a brand on any extended scale. The manufacturer who can win the support of jobbers and of key retailers is well on the road to a thorough National Distribution.

* * * *

It is possible to reach these two groups with the use of two publications.

1. *The Daily News Record* is the principal publication of the wholesale textile-apparel field. Particularly in cottons is it dominant, for its daily market pages constitute the market place of this commodity. It is a major data sheet in every jobbing house of any consequence in the country. And because the quantity retail buyers—the

The FAIRCHILD

8 EAST 13th STREET

chains and others—buy as jobbers, they also follow the Daily News Record for daily market information. This one publication offers substantially complete coverage of the wholesale and group-buying market.

2. Retailing, the Fairchild weekly newspaper of modern distribution methods, reaches the principal retail stores. It is a whole store paper. Major executives follow its articles on management and control. Buyers rely on its analyses of style and color trends. It is found on the desks of the key people in every important retail store from coast to coast. Through its pages you can reach and influence the stores whose influence counts in retail distribution.

* * * *

The Fairchild Market consists of the readers of seven publications, aggregating 124,520 in circulation. These publications with a collective readership in excess of 400,000, dominate the textile and apparel industry vertically from raw material to retail counter, horizontally from lingerie to linoleum. Their dominance is based upon a vitality of editorial content which commands the close attention of every important factor in the industry. In terms of buying power the Fairchild Market represents the great bulk of the total present and potential market for the things which America wears or uses for the decoration of its homes.

For every product there is a portion of the Fairchild Market of primary importance. Our Market Research Department is at your service, to tell you in detail how most effectively to reach the distributors of your product by the selection and cultivation of that part of the Fairchild Market which will yield you the biggest returns.

DAILY NEWS RECORD

RETAILING

WOMEN'S WEAR DAILY

MEN'S WEAR

STYLE SOURCES

FAIRCHILD'S INTERNATIONAL (Paris)

MAN and his clothes (London)

FAIRCHILD DIRECTORIES

FAIRCHILD BULLETINS (London—Paris)

FAIRCHILD TEXTILE- APPAREL ANALYSES

LIPUBLICATIONS

NEW YORK CITY

What Is the Best Sales Appeal for Industrial Advertising?

Naturally It Depends on the Product but This Investigation Gives Performance First Place

By E. J. Heimer

Secretary, Barrett-Cravens Company

THROUGH the friendly and close co-operation of several manufacturers, the writer has been able to procure the results of their industrial publication advertising for the months of January and February, 1929. The purpose of this bit of research was to ascertain what type of appeal is most productive in the number of inquiries produced.

At the outset, it is well to mention that all of these advertisers used the same publication and all ran full-page advertising in two colors, each advertiser using a different appeal—seven appeals in all:

Testimonial.
Allegorical.
Construction.
Save Money.
Performance.
Quality.
Comfort.

The products advertised are industrial in nature—that is, the advertising appeal was made in each instance to individuals connected with industrial manufacturing plants. Hence, this test for comparison more nearly approaches perfection than otherwise would be possible. A comparison between a cosmetic advertisement, and an automobile advertisement, or one for toothpaste, would hardly reflect the results which are to be tabulated.

Testimonial Type

Here we have a full-page advertisement in the modernistic style, presenting testimonials in an unusual manner. The indirect manner in which they are offered indicates a finesse that appears to

the writer to be more effective than most of the testimonial copy we have been seeing in the past. The caption, "Industrial Leaders have demanded this modern wash-fountain," ties up with the names of large corporations using the Bradley Washfountain. In addition to the testimonial phase of this advertisement, we

have a large illustration of the product, a small illustration of its use, quite a bit of copy, and in the lower right-hand corner an offer to mail, free of charge, the new catalog. The layout and general appearance of this washfountain advertisement are most attractive. The decorative art treatment is distinctly modern, and the layout of the display is most attractive.

Industrial Leaders
have demanded this modern washfountain

This Bradley Washfountain is a significant improvement over the ordinary washfountain. It is designed for the industrial plant, where it is used by the workmen to wash their hands and faces. It is a modern, efficient, and attractive piece of equipment. It is the only washfountain that is designed for the industrial plant. It is the only washfountain that is designed for the industrial plant. It is the only washfountain that is designed for the industrial plant.

Bradley Washfountains are made of brass and are available in various sizes and finishes. They are designed for the industrial plant and are the only washfountain that is designed for the industrial plant. They are the only washfountain that is designed for the industrial plant. They are the only washfountain that is designed for the industrial plant.

BRADLEY WASHFOUNTAINS

Testimonial Type—26 Inquiries

This advertisement pulled twenty-six inquiries.

Allegorical Type

Here we have the old, laborious and crude ox cart likened to some of the truck equipment still existing in otherwise modern manufacturing plants. The caption says, "Replace the Ox Carts in Your Plant," and further emphasizes this thought by a picture at the top of an ox cart carrying a heavy load over a rough road. Down below, we have a very large illustration of the product, a Service Push E-Z Truck—supported by a small amount of effective copy. A small illustration, a phantom view of the type of caster used in the construction

Replace the Ox Carts in Your Plant!

The E-Z Truck is a modern, efficient and versatile...
 ...and a single operator is enough.

Batteries...
 ...and more loading, and more hauling, and more...

Check up and discover if any of your equipment has...
 ...to the service.

Just as the E-Z Truck can...
SERVICE CALLING & TRUCK CO.
 121 N. 10th St., Minneapolis, Minn.

SERVICE

Push E-Z Trucks

Allegorical Type—62 Inquiries

[illegible]

Construction Type—57 Inquiries

of the truck advertised, is directly above the truck picture.

This advertisement pulled sixty-two inquiries.

Construction Type

On the right-hand side of a Berloy Steel Shelving advertisement the construction of the product is shown minutely in a small picture.

This is further augmented by, "Facts for Busy Men." Over on the left-hand side we have a line drawing of the completed racks. Approximately one-fourth of the page—the lower portion—is devoted to the company name and the location of branch offices. Down the center of the advertisement we have copy emphasizing the advisability of the present-day shelving efficiency.

These people broadcast the name of their product, "Shelving," across the large red type—writer's way of this proper kind of heading at a glance what is titled.

This interesting advertisement, prominently featuring the product's

construction, pulled a total of fifty-seven inquiries.

Save Money Type

The Signode Steel Strapping Company greets us with the caption, "A new Place to Save Money!" and directly below that, in color, it says, "Here is proof."

Copy—two paragraphs of it—describes just where this new place is and the approximate amount of the savings possible.

The name of the product is in large red type across the bottom of the advertisement.

This advertisement pulled thirty-eight inquiries.

Performance Type

Very little copy in this advertisement, one of our own, all of it in bold face type. The copy is really nothing more than a caption.

There are many who might criticize this type of layout and presentation, yet it is pulling better than anything the advertiser has used in the last sixteen years—and we have tried about everything. As you can see, it is a poster-style advertisement with very little text. Our story is told briefly and in large

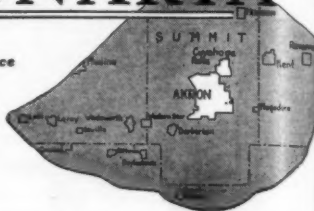
[illegible]

Save Money Type—38 Inquiries

The AKRONARIA

—The area of
Akron's Business Influence

BEING a compendium of useful information about Akron and Akronaria, published E.O.W. as a part of "Printers' Ink" by the Times-Press, of Akron, Ohio.



ISSUE OF SEPTEMBER 5, 1929 NO. 16 THE TIMES-PRESS

INDUSTRY

AKRON is now riding the crest of an industrial wave which shows no sign of recession. The large rubber companies have expanded their facilities and bid fair to double their output during 1929.

At the last U. S. census of manufacturers (1927) Akron's 64,796 wage earners, in the 188 great factories—of \$426,203,000 capitalization—produced \$610,092,053 worth of finished products for which they were paid \$108,555,000. The value of raw materials used was \$315,447,181.

Akron's great factories now manufacture nearly every commodity to be found anywhere in the United States. While essentially Akron is a rubber center, its other great industries contribute materially to the prosperity of the market.

The principal industries of the city are:

Airships, automobile parts, book-binding, brass products, brooms and brushes, cereals, chemicals, china, clay products, cooperage products, electrical supplies, fishing tackle, foundry products, harness, hydraulic presses, insulating (rubber), insulators (porcelain), interior finishings, machinery, motors, movable stairways, paper bags, rubber products,

salt, steel products, stoves, surgical supplies, well drilling machinery.

This diversity of industry in Akronaria keeps the wheels of progress always moving offering at all times a rich market for the products of manufacturers who tell Akron people about their wares through the *Times-Press*—Akron's favorite newspaper, and through the *Sunday Times*—Akron's only Sunday newspaper.

Write the *Times-Press* National Advertising Department to add your name to the mailing list of "Akronaria"—a monthly bulletin of trade and business conditions in the Akron market.

TIMES-PRESS FEATURES

FINE features is another reason why over 53,000 Akron families read the *Times-Press*.

The world wide services of the United Press, NEA, Science Service, Scripps-Howard Newspaper Alliance, plus special articles by members of the local staff enable the *Times-Press* to publish the best features and the latest wire news in Akron.

To obtain some idea of the varied interest and scope of the regular features offered *Times-Press* readers

just gl
list:

"Tire T
"Tracy
"In Ne
"Lookin
Science,
Pa Ak
Cross V
N.E.A.
Health
"Flappe
Feature
Aunt H
Poor P
Feature
Daily F
Health
Style F
Beauty
Home M
Fashion
Home I

Akron

A

T

F

Repres
Newsp
Chicago

just glance through the following list:

"Tire Town Tales," by The Neighbor
 "Tracy Says," by M. E. Tracy
 "In New York," by Gilbert Swan
 "Looking Back," by John Botzum
 Science, by David Dietz
 Pa Akron Letters
 Cross Word Puzzles
 N.E.A. Serial Stories
 Health Article by Dr. Morris Fishbein
 "Flapper Fanny Says," by Ethel Hayes
 Feature, by Mrs. Walter Ferguson
 Aunt Het
 Poor Pa
 Feature, by Olive Roberts Barton
 Daily Poem, by Edgar Guest
 Health and Beauty, by Marjorie Dork
 Style Features
 Beauty Secrets, by Galli Curci
 Home Hints
 Fashion Forecast
 Home Decorating, by Julia Blanchard

Markets at a Glance, United Press
 Business Day by Day, by Ralph Couch
 Market Letter, by Murfey, Blossom, Morris & Co.

Keeping Up With News, by Ludwell Denny

Article, Cartoon, by Feg Murray

Article, by Henry Farrell

"The Nut Cracker," Joe Williams

Theatre Review, Evan Williams, Jr.

N.E.A. Comics

"It Seems to Me," by Heywood Brown

DRUG ROUTE LIST FREE

THE *Times-Press* has recently prepared an efficient Route List of all druggists, arranged according to sections and in the sequence in which they can be most readily called upon.

Copies will be mailed free to all who write the National Advertising Department of the *Times-Press*.

Akron Is Not in the Cleveland Market — It Stands Alone

AKRON TIMES- PRESS

Akron's best
daily and only
Sunday newspaper



SCRIPPS-HOWARD

Represented by the National Advertising Department, Scripps-Howard Newspapers, 230 Park Ave., New York; 919 N. Michigan Blvd., Chicago, Detroit, San Francisco, Los Angeles, Atlanta, Philadelphia



Argentina's "Taking" Ways

A jump from \$35,917 worth of cameras and sensitized products exported from the U. S. A. to Argentina in 1918, to \$517,199 in 1928, tells another story of American progress in this rich field.

All U. S. exports to Argentina for 1928 totaled \$178,899,000, making that country the sixth best market for American products.

Co-operating in this success is LA PRENSA, Argentina's first newspaper in circulation, total advertising, class and wealth of readers, pictorial and editorial features, cable service, and all else that combines to appeal to those who advertise in it.

What is your product? Are you seeking new markets? Argentina is ready. Let us prepare a sales brief for you, without charge or obligation.

LA PRENSA

of Buenos Aires

"South America's Greatest Newspaper"

JOSHUA B. POWERS, INC.

Exclusive Advertising Representatives

250 Park Avenue, New York

London

::

Paris

::

Berlin

::

Buenos Aires



No one buying shoes would expect to find pleasure, comfort or profit in two right shoes or two left shoes. Yet some advertisers who have tried to walk off with the Boston market have found the going painful and hard because, figuratively, they have tried to do so with two lefts.

On the other hand, many advertisers have found the going easy, comfortable and profitable because they have recognized Boston for what it is, two markets as distinct from each other as rights and lefts in footwear. In Boston the people are divided into two peculiarly separate groups. Age-old differences in environment, tradition, sentiment and preferences have established this condition. Any advertising campaign designed to reach all of Boston must cover both groups to be successful.

This group separation is reflected by the Boston newspapers. The more important of the two groups to the advertiser is served by the Herald-Traveler. Three other newspapers share the favors of the people composing the second group.

BOSTON HERALD

TOF
BN

P

SS



TOF
BN

The best evidence of group importance in the matter of advertising responsiveness and buying willingness is found in the amount of advertising lineage carried by the four major daily papers. In 1928, as in previous years, the Herald-Traveler carried the greatest total of advertising lineage of any Boston newspaper. This dominating total indicates that advertisers place a considerably higher valuation on the unit of circulation of the Herald-Traveler than they do on the unit of any other large daily circulation in the city.

Both sections of Boston's divided market can be adequately and profitably reached by advertising, provided two newspapers are used. One of these papers must be the Herald-Traveler, for no other major daily duplicates any considerable portion of the Herald-Traveler's circulation. Any one of the other three newspapers may be used to supplement the Herald-Traveler and reach most of the other group.

Advertising Representative:
GEORGE A. McDEVITT
COMPANY, 250 Park Avenue,
New York, N. Y.—914 Peoples
Gas Building, Chicago, Ill.

For seven years the Herald-Traveler has been first in national advertising, including all financial, automobile and publication advertising among Boston daily papers.

WORLD-TRAVELER

TIME



TO REACH THE MOST INFLUENTIAL U.S. FAMILIES •• ECONOMICALLY, EFFECTIVELY.

300,000 for 1930 . . .

By far the largest \$5-or-more circulation ever obtained.

Here is the record of **TIME's** average net paid circulation.

	Guaranteed	Delivered
1923 (<i>No guarantee</i>)		18,500 (<i>Sworn</i>)
1924	35,000	43,465 ABC.
1925	70,000	75,228 ABC.
1926	110,000	110,522 ABC.
1927	135,000	139,109 ABC.
1928	180,000	189,238 ABC.
1299	220,000	225,323 <i>1st 6 months</i>

Having made good on six circulation pledges, **TIME** now guarantees for 1930 an average net paid circulation of 300,000.

300,000 VITALITY

No premiums, no cut rates, no high pressure forcing. . . . If you have never seen **TIME's** Circulation Catechism, ask the Promotion Manager for it. . . . 205 East 42nd Street, New York City.

THE VITALITY OF TIME'S PAST AND PRESENT INSURES TIME'S

FUTURI

Is It Profitable to Drop Unprofitable Dealers?

An Inquiry to Determine How Far Manufacturers Are Applying Cost Accounting Methods to Distribution

By Roland Cole

A LARGE manufacturing organization recently sent out an inquiry to a list of manufacturers, all of whom distribute their goods through retail dealers, and asked this question:

"What does it cost you to obtain a retail account?"

The answers to this question indicated that the manufacturers who replied either had no records of the cost of opening retail accounts or did not understand the question. One manufacturer commented as follows:

"This is not the first time this question has been asked of us and I have never been able to give an intelligent answer. It has always been a puzzle to me to understand why anyone should want to know how much it costs to open a new retail account or what can be done about it after the cost is known. If the new account is a small one, then the actual directly traceable expense would not be large. If it is a large metropolitan department store, then the direct expense might be very large.

"What figures of expenditure contribute to the cost of getting a new account? Would you include advertising, salesmen's commission, entertainment, sales and credit executives' time? And if so, to what extent? When I was on the road I can remember opening up some new accounts within ten minutes

on my first call. Others have taken a year, with perhaps ten calls.

"There is also the question as to how much an account is worth after you get it. Many accounts develop into slow pay or even go bankrupt after they appear on your books. What are you going to do

with the cost of getting them then—charge it off, or add it to the cost of obtaining the accounts that stay? About the only object in knowing the cost of getting a new account, I suppose, is to find out how to lower it, but aren't we doing that anyway in our constant effort to lower all sales costs? That of getting new accounts falls or rises with the rest."

Replies from other manufacturers were all of them indefinite and unsatisfactory. A varnish manufacturer said that all new accounts were analyzed separately

but that he had never "grouped these figures on a percentage basis." A stock food manufacturer said his accounting department was working on a system for accumulating data on sales costs but results would not be available for some time.

A clock manufacturer said: "We can tell you what it costs to send a salesman into a town and what his average cost per call might be, but sometimes he is obliged to call five or six times in order to secure

RECENTLY, a manufacturer asked a number of other manufacturers the following question: "How do you determine whether a particular retail account is profitable to you, or the reverse?"

One thing his inquiry disclosed was that manufacturers are becoming increasingly interested in sales cost accounting.

A second fact brought to light was that many companies are frankly skeptical concerning the value of sales accounting.

A third fact that came up was that all manufacturers are not convinced that it is profitable to drop unprofitable retailers.

All these phases of the subject are discussed in the accompanying article.

the account." The actual cost of putting a new account on his books "would not run up to very much," however, he said, because his merchandise is marketed almost wholly through the jobber. A textile manufacturer said that "our outlets cover such a wide range of completely diversified channels that we have not made any real effort to determine the actual cost of opening a new account."

As the manufacturer who sent out the original inquiry was not so much interested in finding out how much it cost other manufacturers in dollars and cents to establish new accounts as in developing for himself some kind of a system for keeping track of such costs, he sent out another inquiry.

This contained the following question:

"How do you determine whether a particular retail account is profitable to you, or the reverse?"

The answers he received in response to his second inquiry were very much more definite and gave him a good deal of exact information on the general subject of cost accounting methods as applied to distribution. While these answers did not give him a working system which he was able to set up in his own business, they threw a good deal of light on things manufacturers are thinking about. One thing the inquiry disclosed is that manufacturers are becoming more and more interested in the subject of sales cost accounting and many who have no methods of keeping track of the cost of maintaining dealers and operating sales territories are eager to find and adopt a method.

On the other hand, some manufacturers are frankly skeptical as to the value of carrying sales accounting to the point of allocating sales expenses to retail accounts. Their theory is that even accounts that are unprofitable as detached units are profitable in the mass because when taken together they represent a certain amount of volume.

This opinion is expressed by J. K. Macneill, sales manager of Hewes & Potter, Inc., maker of Spur Tie. He says:

We have not carried our sales accounting to the point where we can determine, without individual figuring, whether a retail account is profitable or otherwise. In fact, I am not so sure that such information would be as valuable to us as it is often made out to be. One frequently reads articles on the subject of how some company, discovering that the bulk of business comes from a very small number of dealers, decides that the rest of its retailers, much greater in number than the other group, supply a very small amount of business, and that by cutting out these so-called unprofitable accounts, the profits of the company were greatly increased. For certain types of firms I believe that this would be sound practice. For others—ourselves, for instance—I doubt it.

Let us take an example: A company is doing a volume of \$3,000,000 a year and spending 10 per cent of it, namely, \$300,000, for advertising. It has, we will say, 15,000 accounts. An analysis shows that 80 per cent of the business comes from 50 per cent of these accounts, while the remaining 50 per cent of the accounts yields only 20 per cent of the volume. In other words, the group of 7,500 accounts that provides only \$600,000 of the total sales is unprofitable and the firm would be better off without them. But would it?

Let us say the net profit is 10 per cent. Ten per cent of \$3,000,000 is \$300,000. If the unprofitable accounts were eliminated the net profit would be \$240,000. Let us say the sales expense is 12 per cent, or \$360,000 on \$3,000,000; or \$288,000 on \$2,400,000—a saving of \$72,000.

Now just for the sake of argument let us add this \$72,000 to the net profit of the reduced accounts. (It would not represent all profit, but, for the sake of argument, we will say it does.) That would bring the total net profit up to \$312,000, or a net increase of \$12,000 by eliminating 50 per cent of the accounts, the unprofitable ones. That \$12,000 might look attractive until it was discovered that the advertising appropriation of 10 per cent would have to be cut to \$240,000, or else the reduction made up out of profits, which of course we do not want. Presuming that sales run along fairly well in proportion to the amount expended for advertising which is properly merchandised, then it seems that the 7,500 profitable accounts will not receive as much benefit from the advertising as they formerly did.

This is but a crude and inaccurate example. However, the figures are proportionate, and I think they bring out the policy that underlies the very common reasoning of eliminating unprofitable accounts at the expense of volume. Even a certain proportion of unprofitable volume directly, becomes profitable

volume indirectly. At least, that is my theory. Possibly some economists could poke holes in the theory, but in our case we are out for volume and have not so far suffered any decline in profits. For this reason we have not devoted any great amount of time or money to the installation of costly systems of carrying sales accounting down too far.

As every manufacturer knows, hand-to-mouth buying brought about increases in sales and delivery costs which had to be offset by lowered costs in production and more economical methods of selling. "The line that might be drawn between a profitable account and an unprofitable one," said W. F. Dickson, auditor of the Endicott-Johnson Corporation, shoe manufacturer, "has shifted very materially during the last few years. Several years ago, before the advent of 'hand-to-mouth buying,' we could fairly figure that the point to be drawn between the profitable and unprofitable account would be lower than at present for the reason that the average account was buying in larger individual orders than it is today, but since hand-to-mouth buying has become so prevalent in the shoe business, we have naturally had to adjust ourselves to meet these new conditions. Our experience shows that the individual orders are smaller, requiring just as much, or more, handling as a larger order and we have had to do considerable shifting around to meet this new condition."

On the general subject of cost accounting methods, Mr. Dickson said:

Our selling departments operate as complete and distinct units of the corporation. They buy their shoes for stock from the factories, paying the factories certain specified prices, and from these prices is deducted an allowance, within which the selling departments are supposed to operate. This allowance is in the form of a flat discount based on the volume of shoes bought from the factories and covers every cost properly chargeable against the selling departments.

The selling departments do, then, pay their own expenses, which include such costs as salesmen's commissions, rent of the warehouses, all sales offices, wages, including credit, merchandise, shipping, book-keeping, billing, collection depart-

ments, etc. Their costs also include advertising, sales promotion, and service, research, all telegraph and telephone charges, interest on the company investment in merchandise located within the warehouses, etc. They have to stand their own bad debts and depreciation on any merchandise which was sold less than the gross price at which the selling departments are billed by the factories.

In answer to the question as to what system we use in determining whether a particular account is profitable or otherwise, we do not go into this analysis very thoroughly. Our accounts in the selling departments—that is, sales out of stock—represent the average retailer and it would be a very hard question to determine practically whether an account is profitable or not. Some would be and others would not be, meaning that one thing which enters into it is whether the account is of good credit and good pay, or whether an extraordinary amount of time and expense has to be put on the account in the way of collection.

While there are a number of manufacturers who, like Mr. Macneill of Hewes & Potter, are frankly skeptical of the value of carrying sales cost accounting to the point of allocating sales expenses to retail accounts, and make no attempt to do it except by individual figuring in particular instances, there are others who believe it is desirable. They hold this belief even though they are not, at present, able to work it out, as in the case of Endicott-Johnson, whose practice was quoted in the preceding paragraph.

Another such example is the National Biscuit Company. In this company, sales expenses are allocated by territories. A territory contains one salesman and as many retailers as that salesman can call on, making at least one call a week. In many instances, salesmen call on their retailers twice a week. When a territory grows to the point where the salesman is not able to call on all the retailers in it at least once a week, that territory is "paced off" by a special sales representative and the number of retailers is reduced to the point where the regular salesman can make one and possibly two calls a week. A complete record of sales expenses (as well as delivery expenses) is compiled for every terri-

tory, showing, among other things, total sales and expenses for this month and last month of the current year, and this month of a year ago.

In reply to the question, therefore, "What does it cost the company to obtain a new retail account?" National Biscuit's answer is, "Nothing. We are already working that territory. Our salesman and our delivery wagon pass the store in their regular trips. The salesman's time to call and the delivery man's time to deliver amount to so little that, taken by itself, it cannot be computed."

In answer to the second question, "How do you determine whether a particular account is profitable to you or not?" National Biscuit's answer is "Considered as a part of a territory which is profitable, no account in that territory can be unprofitable. However, there may be accounts there that we do not sell. But they are non-profitable rather than unprofitable, inasmuch as there is no loss. Also, there can be accounts in the territory to whom we sell very small amounts, perhaps no more than \$2 or \$3 a month. Still, they are not unprofitable in the sense that the expense of selling them exceeds the profit on the sales. We consider that any sale we make to them is profitable though the profit might be very small."

To explain in more detail, the National Biscuit plan works out in the following way: On its package side, the company does a 5-cent business, which means that the smallest retail outlets are logical points of distribution. The company has hundreds of package items, and even the tiniest retail outlet would find a sale for a few of these items. Therefore, no outlet is too small for the company to avail itself of and none can be unprofitable. Making them more profitable is usually a matter of giving the salesman time to call and develop them. Reducing the salesman's territory gives him the time to call.

A retail account may be unprofitable from an accounting point of view where it might not be considered unprofitable at all from a

sales point of view. This applies in those lines where a long period of dealer education is required. Building up retail distribution is often an arduous process where the first year's cost is out of proportion to the cost of the second and third years, or the average cost of the first three years, as in the case of a company like the Van Raalte Company, maker of hosiery and underwear. Emanuel J. Weil, of Van Raalte, says, on this phase:

The main factor is the early cost of planting our products. We want to sell our lines as such. The first year will be very much in excess of the first three years' average cost but the increase in volume as well as the lessened resistance after six or twelve months of operation reduces the necessity of the earlier advertising and promotion expense and so secures a proper basic average in time.

In places where we have poorer relative distribution we are prepared to allocate an additional amount in order to get the prestige and break down the sales resistances for expected volume in surrounding sections. In sections of the country where our merchandise is firmly entrenched, we must consider a lower cost of operation because extra distribution is easier for us to secure. In other words, while we have fairly set fundamental ideas, the plan itself is elastic enough to cover almost any contingencies that might arise where the expense doesn't exceed, in total, a normal cost for effective distribution.

Sales accounting, Mr. Weil explains, is handled under the jurisdiction of the sales department, which plans such expenditures under the tentative budgets that are laid out in line with sales policies. Under sales cost are items such as salesmen's salaries, traveling expenses and depreciation of company-owned automobiles. Under a separate division the company classifies expenses that are traceable to direct results on specific groups of retail accounts. These include the cost of sending a stylist and training directors to a store, the cost of bringing retail salespeople to New York for training, the cost of co-operative local advertising, as well as that portion of the sales executive's field trips which can be charged directly to certain stores. The balance of the

New Sunday Magazine Section



**Started
July 7th**

LA NACION of Buenos Aires—the leading daily of Argentina—has introduced an entirely new idea in Argentine journalism—a roto-gravure magazine section (artistic cover in colors) with its Sunday edition. What was formerly the roto-gravure section of the paper is now the center of the magazine.

Meeting with great favor throughout Argentina, this magazine of 44 pages is profusely illustrated. It is also filled with interesting reading—short stories and humor—geographical and historical sketches—biographies—notes on the theatre and art—pages on styles for women. On the front of the papier couche cover, specially selected paintings are reproduced in full colors.

Already the magazine section of LA NACION—like the other sections of the paper—has proved to be an advertising medium with extraordinary pulling power. A sample copy will be gladly sent at your request.

United States Advertising
Representatives:
S. S. KOPPE & CO., Inc.
Times Building, New York
Telephone: Bryant 6900

Editorial and General Offices in
the United States:
W. W. DAVIES
Correspondent and General Representative
383 Madison Ave., New York

Extraordinary Pulling Power—Superior Coverage—Prestige

LA NACION

of Buenos Aires



Multiple Advertising in the Automotive Industry

HOME from college, on a vacation, Chapin, Junior, is talking with Chapin, Senior.

"The old bus is wearing out fast, isn't it, Dad? Why don't we get one of those —. I rode all over Long Island in one of them when I spent the week-end with Bob and I know what it can do. Bob's dad says it's the best car on the market."

Multiply that conversation as it takes place from Maine to Texas and you get a picture of the college boy's influence in the automotive industry.

Bob is more than an influence. He'll have his own car as soon as he can afford one (and besides, cars for graduation gifts are pretty common now), and he'll replace that many times when he takes his place in the business world.

A three-way prospect for advertising—your college man.
1.—As an immediate buyer, an actual count made recently of cars parked on the campus of seven universities during a single recitation hour showed 2,588 cars—which conservatively represents about $\frac{1}{4}$ of the cars in operation at these universities. A fair percentage of the cars counted were Packards, Cadillacs, Lincolns and other above-the-average priced cars.
2.—For his influence. 3.—As a potential customer in the future as his buying power increases.

Not many publications can give the advertiser a three-time shot. College Humor can and does. Get the facts.

College Humor

M A G A Z I N E

1050 No. La Salle Street, Chicago, Ill.
420 Lexington Avenue, New York City

Speed

The factor of speed is an important element in the success of The Weekly Kansas City Star and its attainment of the largest weekly R. F. D. circulation in America.

- 1** Modern methods of reporting farm information insure an editorial content of timely and intense interest to agriculturists. *SPEED!*
- 2** The latest and most highly improved typesetting and stereotyping machinery does the job of getting the farm articles into plate form. *SPEED!*
- 3** A million-dollar press equipment starts printing THE WEEKLY KANSAS CITY STAR within 10 minutes after the final forms are closed. *SPEED!*
- 4** In the mailing room the papers are labeled and sorted into "direct sacks" and are raced to the trains without the delay of going through the postoffice. *SPEED!*
- 5** Eighty-five per cent of The Weekly Star's 465,000 circulation is delivered to rural route boxes the next morning—a service unequaled in agricultural journalism. *SPEED!*

The Weekly Kansas City Star.

Largest Weekly R. F. D. Circulation in America

cost of such field trips are charged to general sales.

There seems to be considerable interest among manufacturers on the subject of whether the work of keeping track of sales expense is a job for the sales department or whether it should be handled by the accounting department or the cost department. Procedure differs with different companies, depending probably upon the office set-up in each case. One company's comment upon this point is interesting. After describing the method of sales cost accounting used and the various reports which are prepared and furnished to the executives of the company on the classification of expense items by commodities and territories, R. S. Osborne, of the Nutrena Feed Mills, Inc., Kansas City, said:

We must admit that while the foregoing (reports, etc.) appears to be a formidable list and involves considerable detail work, it is still an experiment with us. None of these reports have been in operation over a year and some for only six months. They have been of value in many ways and will probably be continued.

One matter of policy is still an open question with us upon which we are looking for information. That is, by whom should these various statistical and efficiency reports be prepared, whether by a centralized statistical or cost section, or by the department concerned? The argument is in favor of the former in that it makes for economy and avoids duplication. On the other hand, there is a great danger of preparing too many neatly typed reports that are "received and filed." If the department heads were responsible for the preparation of their own reports, it argues for better supervision. In our own case, we have all reports compiled by the cost department but because of expediency rather than principle. It so happens that our cost department, being a new addition within the last year, had the available personnel, and so this work is done there for the other departments.

This company, by the way, makes no allocation of selling expense by retail accounts. The big majority of its sales are carload orders from established dealers. The problem of the small order which carries a small gross profit of dollars insufficient to pay its proportion of overhead, is not a problem in the business.

From all the evidence gathered as a result of the inquiry launched on behalf of the manufacturer referred to in the beginning of this article, the opinion seems to be that the unit of sales cost is not the dealer so much as it is the salesman or the territory. As in production, there are occasionally unprofitable orders to be put through the factory, which for various reasons it is considered good policy to handle at a loss rather than reject, so in building up distribution, the unprofitable dealer from the point of view of the accounting department is not unprofitable from other points of view, and that plans to make him profitable at some time in the future are more to the point than eliminating him altogether.

Free Lance Business Writers, Please Answer

DELHI, N. Y., AUG. 22, 1929.

Editor of PRINTERS' INK:

Mention in your columns, by various contributors, of the dates of their early contributions has led me to look into my files. I find clippings scattered along through many years, beginning with May, 1906. This leads me to wonder whether there are many—or any—free lance business writers who were so engaged twenty-five years ago and are still at it, with no interim of other occupation.

FRANK FARRINGTON.

H. S. Alexander Joins Gulbransen Company

H. S. Alexander, for the last three years advertising manager of Steinite Laboratories, Fort Wayne, Ind., is now advertising manager of the Gulbransen Company, Chicago manufacturer of pianos and radio equipment.

New Account for Ellis T. Gash Agency

The Vertical Hydrator Company, Chicago, manufacturer of pulp and paper mill machinery supplies, has placed its advertising account with the Ellis T. Gash Company, Inc., advertising agency of that city. Business publications and direct mail will be used.

Tower Savings Bank Appoints Seattle Agency

The Tower Savings Bank of Seattle, recently organized, has appointed Penman & Parry, Inc., Seattle advertising agency, to direct its advertising account. Newspaper, outdoor, radio and direct-mail advertising are being used.

Telling the Sales Story in the Trade-Mark

Why the Name of Reading Genuine Wrought Iron Pipe Was Changed to "5-Point Pipe"

By R. W. Thompson

Advertising Manager, Reading Iron Company

A ROSE, by any other name, retains its delicate fragrance. But when the word "rose" ceases to have a vital meaning—when it becomes so broad a classification that it denotes widely different specie to different persons—it is time to make a change in the direction of the specific. To adhere to the old term under such circumstances would be not only ambiguous, but decidedly misleading.

What has this to do with wrought iron pipe, the principal product of the Reading Iron Company? Nothing in particular, but much in general. It has brought us to the conclusion that, after 4,000 years in which wrought iron has been called simply wrought iron, it is now necessary to bestow upon this ancient and honorable product a name which will bring it more forcefully into the consciousness of the consumer, a name which will describe its characteristics more accurately, and which will be attuned to the modern tempo that demands for every product an imagination quickening and sales-stimulating name.

But the problem of choosing a new name for Reading Genuine Puddled Wrought Iron Pipe was by no means so simple as it might at first appear. The prestige which wrought iron has acquired through the centuries was not to be lightly thrown away in favor of some utterly fanciful name.

Although there is no doubt of

the type of performance which may be expected from genuine puddled wrought iron pipe, the words "wrought" and "wrought iron" have been applied more or less indiscriminately to a number of other products which vary widely in their composition and manufacture.

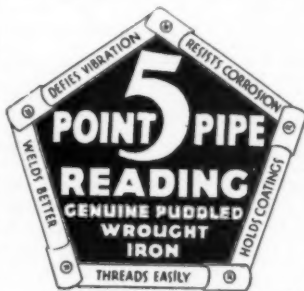
It was felt that, whatever new name was chosen, it must convey the impression that Reading pipe is made of the original, time-tested, puddled wrought iron.

In addition, it was felt that the words "wrought iron" in themselves no longer arouse in the mind of the consumer an accurate idea of the characteristics of the original prod-

uct, as manufactured by the Reading Iron Company. Genuine puddled wrought iron pipe has five cardinal points of superiority: Resistance to corrosion, resistance to strain and metal "fatigue," ease of threading, remarkable weldability, and the ability to hold coatings permanently. The new designation must, in some way, bring these points into sharp focus.

The problem, therefore, was two-fold: First, to re-assert the individuality of the product, and, second, to make its five principal characteristics an integral of that individuality.

We found our solution in the Reading "5-Point" emblem. First we drew a pentagon, formed of five lengths of Reading pipe. On each pipe we labeled a character-



This Is the New Trade-Mark That Tells the Sales Story

Worcester, Massachusetts

Worcester Market Families Save Systematically

61.97% of the families in the Worcester City and Suburban market have savings accounts in banks. The selection of this form of saving no doubt is attributable to the fact that Worcester has never experienced a bank failure. The average per capita savings deposit in Worcester is \$800—four times that of the United States average.

Of the 57,883 families in the Worcester trade area who have savings accounts, 66.97% or 38,766 receive regularly, every day, in the home, the Telegram or Gazette. This reference is to families that have savings accounts and take the Telegram or Gazette in the home every week-day. It does not indicate the number of savings accounts—some families have more than one, in some families several members have savings accounts.

Owners of savings accounts who buy the Telegram or Gazette, but do not always, every day, have it brought to the home, are not included in this number.

By every indication the Telegram and Gazette is the most effective means of cultivating the Worcester market.

THE TELEGRAM-GAZETTE

Worcester, Massachusetts

George F. Booth, Publisher

Paul Block, Inc., National Representative

New York Boston Chicago Detroit Philadelphia San Francisco

iron. In the center, enclosed within the pipe border, the numeral "5" and the words "Point Pipe" were given great prominence. Under this designation appeared the words, "Genuine *Puddled Wrought Iron*."

The emblem, as it is now being used, achieves remarkable unity of appearance. Glancing at it, one first sees the words "5-Point Pipe, Reading Genuine *Puddled Wrought Iron*." The various characteristics of the product are seen largely in

the order of their importance on the pipe border. These points are: "Defies Vibration," "Resists Corrosion," "Welds Better," "Holds Coatings," and "Threads Easily."

Here, in an emblem, is our entire sales story. Not only is our product given a new name—Reading 5-Point Pipe—but the central idea of the worth of the time-tested, puddled, wrought iron is retained and made striking by the brief enumeration of the product's virtues.

Acme Paint Dealers Told How to Match Any Color

Filing Case for Dealers Contains "Chips" to Match All the New Cars with Directions for Getting Color Desired

THE dealer has had many new problems to contend with recently. Take the rising tide of color, for example. With women demanding color in everything from cooking utensils to bathroom chairs, the hardware man has had to become a color expert. He has had to add to his knowledge of Stillson wrenches and sandpaper, a nodding acquaintance with pastel shades and the varying gradations of orchid.

What has happened to the hardware dealer has happened to dealers in many other lines. Especially is this true in the field of automobile finishing. Many a family that wanted to keep up with the Joneses but didn't quite have the money, have bought second-hand cars. Then when the Joneses down the street come out with their brand new model the Smiths order a repainting job on theirs. In the automobile finishing industry this has meant quite a change from the old days when colors were described merely as a certain shade of red or a deep maroon.

The Acme White Lead and Color Works, of Detroit, wondering how it could help the dealer in his new problem, has worked out a new and ingenious dealer help. It consists of a filing cabinet made of automobile body steel, 17 in. by 5 in. by 3 in. and contains the production cards of more than 500 automobile

manufacturers. They are filed in the cabinet by the make of car. It tells its retailers, "Color-matching, long the most difficult problem of the industry, is now made easy and 'sure fire' by the new Proxlin Color-Matching system."

The dealer has only to refer to the filing cabinet which contains an individual color chip for each color filed and indexed according to the make of car. On the back of each chip are directions for duplicating the indicated color exactly, merely by mixing a basic tinting color with Proxlin standard enamels. In this way the retailer is enabled to match the manufacturer's own "Standard" colors right in his own shop. The company has its scouts in Detroit watch out for the newest colors on all the new models. Immediately these new colors find their way into the dealer's cabinet in the form of chips in his file under the car maker's name. Working out this reliable matching system, which is always authentic as to color, whether it is for a complete refinishing job or for patch work, gives the automobile finisher a new dealer help to meet his newest problem. It is another example of the necessity for keeping in close touch with the fast-moving tempo of the times and the fast-changing problems of the individual distributor.

In the Better Homes of the Bigger Towns



Few, if any, Lukewarm Readers

Boys' Life offers the advertiser a circulation that is most unusual in its value. It is the official publication of the boys' own organization, the Boy Scouts of America.

—BOYS' LIFE—

But he does not have to take Boys' Life to be a Boy Scout. There are no premiums to induce his subscription. It is on sale to take or leave—and it is taken and paid for only by those who enjoy it from cover to cover. It has, therefore, few, if any, lukewarm readers. Each subscriber is an ardent enthusiast.

—BOYS' LIFE—

There are some 685,000 Boy Scouts in America. Boys' Life, at 20c the copy, \$2.00 the year, has a paid circulation of over 200,000.

In the Better Homes of the Bigger Towns

BOYS' LIFE

2 Park Avenue—New York City

BOSTON
Old South Bldg.

CHICAGO
37 South Wabash Ave.

LOS ANGELES
Blanchard-Nichols-Coleman

IF—

the exorbitant claims of Rhode Island coverage by certain Providence publishers were established instead of visionary — then Providence advertisers would not use over 2,400,000 lines yearly in The Pawtucket Times and Woonsocket Call.

These Providence merchants know this is the only way to adequately cover the prosperous cities of Pawtucket, Central Falls, and Woonsocket (144,844 population).

Diversified industry with skilled, well paid wage earners assure the continuous buying power of this responsive market.

Surely no more convincing proof than this positive approval by local advertisers can be presented for the guidance of space buyers and national advertisers who are seeking profitable representation in Rhode Island.

The figures on the opposite page are sworn computations and easily proved.

Facts about Northern Rhode Island

The following figures were compiled from the latest
available sworn statements

PAWTUCKET

	No. Families State Census 1925	Pawtucket Times (Evening)	Providence Bulletin (Evening)	Providence Journal (Morning)
Pawtucket and Central Falls (twin cities)	21,629	22,264	1,210	6,296
Lincoln	2,405	1,522	130	314
Cumberland	2,327	1,723	42	257
Totals for above	26,361	25,509	1,382	6,867

Total Net Paid Circulation of The Pawtucket Times . . 29,895

WOONSOCKET

	No. Families State Census 1925	Woonsocket Call (Evening)	Providence Bulletin (Evening)	Providence Journal (Morning)
City of Woonsocket	9,972	9,732	384	1,820
Burrillville	1,883	1,326	379	175
North Smithfield...	714	476
Totals for above	12,569	11,534	763	1,995

Total Net Paid Circulation of the Woonsocket Call . . 15,753

*There is only one way to blanket northern Rhode Island
and that is with*

The PAWTUCKET TIMES
and
The WOONSOCKET CALL

Gilman, Nicoll & Ruthman National Representatives

New York Boston Chicago Detroit San Francisco

Announcing

the appointment of

A. HEATH ONTHANK

as Western Manager of the

MARKETING DIVISION

INTERNATIONAL MAGAZINE CO.
INC.

with offices in the

HEARST BUILDING
CHICAGO

F. K. Anderson
Director of Marketing

L. J. McCarthy
Associate Director

What Groucho Says

A New Job for an Important Agency Executive

By Groucho

DIDN'T I ever tell you about the Great Spittoon Hunt? It was Biddle who started me on this quest.

I'd had a hard day with Biddle and was just smiling him into the elevator, which he held up for five minutes as usual. "By the way, Groucho, where did you get these spittoons? Will you get me some exactly like them?"

They were not spittoons at all. They were stone urns with white sand, to drop cigarette butts in, you know.

Forgot all about them. Two days' later a wire, collect, from Biddle: "How about spittoons" (and seven other unimportant words to fill out the telegram). Boss got the telegram. Thought it a great joke. I sent the very competent Miss Bronson out to find some. She was gone all day. Said that after a long search she had found 'em and shipped 'em to Biddle.

Wire, collect, from Biddle. "Spittoons all wrong stop bronze instead of stone stop returning to you."

Six immense copper gaboons were unpacked in my office. Good joke for everybody, especially Bill. I asked Miss Bronson why she got copper.

"Couldn't find any stone ones and these were more artistic anyway." Man who sold 'em wouldn't take 'em back. Finally sold them for 10 per cent of price.

Boss got interested. Every morning a memo from Boss: "Remember Biddle's cuspidors today." Phone call from Boss every afternoon. "Have you taken care of Biddle's cuspidors?"

Couldn't stand Bill's grins and sent him out to get the vases.

Couldn't find any record in our shop of where we had bought the blamed things.

Bill was gone two days—got 'em and shipped 'em.

Day letter, collect, from Biddle: "Spittoons arrived stop not same

as yours stop eight inches too low stop different decoration stop won't do stop shipping them back to you stop can't you ever" (and twenty-two other words).

No joke at all when these stone mavericks of Bill's landed in my office. Lecture from the Boss. "Biddle account in grave danger."

Boss sent lot No. 2 to his club. Then I started out. Emptied sand out of one of ours, put it in hired car and did the rounds. Nobody had them or ever heard of them.

Two days of that. Then a little, wizened antique dealer asked: "Why not take this up to Glens Falls to Spitzenhauser, the man who makes antique vases?" I did.

Spitzzy, the potter, said he'd copy my sample. His price was high.

Week later went up to look at Biddle's pets. They wouldn't do at all. They were glazed and the sample was rough. Knew just what Biddle would say. Spitzenhauser insisted I pay for them. I did and sent 'em, freight collect, to a friend of mine on a New Orleans paper. Then old Spitzzy told me the originals were not pottery at all but a new kind of concrete. He'd heard of a man named Jones just outside of Buffalo who makes that stuff.

Gaboon and I went to Buffalo. "Can you make me some copies of this, Mr. Jones?"

"Why, not, young man? I made that one and I've got some in stock just like it."

I survived the shock and bought 'em.

Another wire from Biddle, prepaid, mind you. "Spittoons okay thanks."

What did the Boss say? "Let Biddle's cuspidors be a lesson to you, Groucho."

Why didn't we send the vases we already had to Biddle and use the better looking copper ones ourselves? Why didn't you suggest that when I could have used the idea?

GROUCHO.

Paint Industry Has Sales Course That Stands on Three Legs

Survey of Selling Methods Is Basis for Instructions to Dealers, Master Painters and Manufacturers' Salesmen

By Bernard A. Grimes

OLD line salesmen, with satisfactory sales-producing records to their credit, usually fight shy of attempts to be schooled in the art of selling. They boast that the school of experience is the best teacher and mildly tolerate, if they do not ridicule, the "teaching" of salesmanship.

It is because these old-timers are so hard-boiled that the Save-the-Surface Campaign is convinced that the sales training plan, now in use, must be good or it would not receive support from the skeptics. The reason for the prompt acceptance of the educational program, it is believed, is to be found in the care which was exercised to avoid anything that smacks of theory. Every detail of the course is built around a careful study of actual selling experiences in the industry. The course, therefore, is a true interpreter of practical conditions which are met in the distribution of paint and varnish from manufacturer to consumer.

The educational program is divided into three units. One unit shows manufacturers' salesmen how to sell the master painter and dealers. Master painters have a unit for themselves so that they may better understand how to sell and serve their prospects and customers. A third unit is for dealers and their salesmen. This shows them how to cultivate more intensively the over-the-counter market for paint and varnish.

These three groupings indicate how thoroughly this educational effort endeavors to cover the industry's selling needs. Each group is divided into six units. While each group follows more or less the same general plan, there is a variance of topical outlines and exposition of facts which adhere closely to relations as these affect the group taught and those to

whom members of the group sell.

The information on which the courses are built was obtained from a survey of actual market conditions. A staff of twenty-five trained investigators was employed to make this survey. They went into dealers stores and, posing as customers, made purchases. They visited master painters and obtained estimates on houses which were to be painted. Everything said and done during these visits was recorded.

Calls also were made on representative dealers, manufacturers, and master painters to learn how they sold successfully. In this way different angles of viewpoint were brought out. From this investigation there was gathered a huge stack of reports, most of which were devoted to verbatim conversation.

In territory the survey covered the whole country. In data it covered the procedure followed by master painters in getting new jobs, advising customers, submitting proposals and meeting such problems as price-cutting. It collated sales and technical data from the executives of manufacturing wholesale houses. Eight months were spent in gathering all this information so that the Save-the-Surface Campaign would have as a working basis a sales training program that was founded on fact and not on theory.

A. D. Graves, chairman of the executive committee of the Save-the-Surface Campaign, pointed out to the industry that the survey was not conducted to pick flaws but was for the sole purpose of discovering the weak points in sales procedure and making available to all the methods used by the most successful salesmen.

The survey revealed, for example, that master painters understood the technical side of their work, but

PUT THE BANKER IN YOUR PICTURE



Have You Seen the September Journal?

The *American Bankers Association Journal* is the dominant publication of the banking field and carries your message to bankers with a definite assurance of that message being read—let us send you a sample copy and supplementary advertising material.

Alden B. Baxter,
New York

Charles H. Ravell,
332 South La Salle St.,
Chicago, Ill.

Cupit & Birch
Kohl Building,
San Francisco, Cal.
846 So. Broadway,
Los Angeles

In Lansing, Mich.

Some of the companies in which the *American Bankers Association Journal* subscribers exercise a decisive influence:

Reo Motor Car Co.
Motor Wheel Corp.
Michigan Screw Co.
Novo Engine Co.
Atlas-Drop Forge Co.
F. N. Arbaugh Co.
Michigan Milk Producers Ass'n
Ideal Power Lawn Mower Co.
C. J. Rouser Drug Co.
Lansing Co.

THE Banker is the supreme buying factor in American business. In markets which do not suspect his presence he places the biggest orders, and to a degree impossible to any other single kind of business man he influences the spending of billions of buying dollars. Put the Banker in your sales and advertising picture.

AMERICAN BANKERS Association JOURNAL

110 E. 42nd STREET NEW YORK CITY

Edited by James E. Clark

lacked strength in their selling methods. Similar weaknesses on the part of other distributing factors were uncovered and the course designed to help overcome the difficulties which handicap the closing of sales.

The course, which covers a period of six months, is conducted through home study and group meetings. While the units for each group differ, they follow closely the steps covered by the course for retailers and retail salesmen, which is divided as follows:

Unit 1. Getting the customer's viewpoint.

2. Meeting the customer's needs.
3. Helping the customer to buy.
4. Overcoming sales difficulties.
5. Increasing the customer's purchases.
6. Getting more customers.

A set of meeting manuals has been prepared for the guidance of leaders in the instruction of local groups of master painters and decorators. These leaders are given a suggested program to guide each meeting. This includes the subject of the opening talk, followed by suggested questions designed to promote discussion. The leaders are cautioned not to do too much talking themselves and to hold their opinions on discussions in reserve so as to close the subject and lead on to the next topic.

Solution sheets accompany the units for each group. These are rated and if a student passes the six units, he is given a diploma.

The Save-the-Surface Campaign is selling these courses of instruction at cost. In the case of manufacturers and dealers and wholesalers the following plan of operation is agreed upon. The employer pays for the course in the beginning. He then collects half-tuition from each salesman. The other half of each individual tuition being contributed by the employer. Upon completion of the course, if the salesman passes the examination, his employer reimburses him for the half tuition which the salesman had paid.

Promotion of the sales training program has been under way since January 1 and to date there are more than 4,000 members of the

industry enrolled. At first there was difficulty in getting old-line salesmen interested in taking up the instruction. Once they had been persuaded to enroll, however, it has been found that enthusiasm has taken the place of doubt and scorn. For example, one salesman who had been with a wholesale house for forty years, emphatically stated that he guessed he could continue to sell paint without learning any new fangled ideas. Finally, on challenge, he took up the course. While he has not changed his selling message, he has admitted himself pleased with some of the time-saving suggestions that the course has brought to him. Little difficulty has been experienced in getting younger members of the industry to take up the course as they receive the invitation with open minds.

The educational program is looked upon with favor by members of the Save-the-Surface Campaign, according to H. E. Mordan, business manager in charge of the campaign. Because every discussion and every problem is the repetition of an incident that has taken place in the industry, it is believed that the preliminary survey has been able to bring to light most of the occurrences which slow up sales of the industry's product. Mr. Mordan feels that, by concentrating attention on these problems and showing how they can be met, the way is eased to increase the effectiveness of the Save-the-Surface Campaign's national advertising.

Du Pont Received Data It Wanted

E. I. DU PONT DE NEMOURS & COMPANY
WILMINGTON, DEL., AUG. 23, 1929

Editor of PRINTERS' INK:

We wish to thank you very much for your prompt and co-operative response to our letter of August 20.

Your response is typical of the assistance you have rendered to other advertising officials who have sought information from your editorial department. We are sure that the clippings you have submitted and also the reference list will enable us to obtain a great deal of useful and practical information bordering on the subject of "informing stockholders."

E. F. CARLEY.

Advertising Manager—Explosives.

After all—Advertising *Must* Move Merchandise

No advertiser spends his money just to see his name or that of his product in print.

A dollar spent for advertising is spent to sell the merchandise stocked by his dealers—whether it be automobiles, coffee or face cream.

How the advertising dollar is spent is immaterial to him so long as the dealer's stocks keep moving and the cost per unit of sale is kept within reasonable limits.

The advertiser in Los Angeles can sell the most people at the least cost through the Daily Newspapers.

Of all daily newspapers in Los Angeles, The Evening Herald is by far the largest and reaches the greatest number of consumers at the lowest unit cost.*

Naturally it follows that The Evening Herald carries a far greater volume of advertising than any other Los Angeles daily newspaper, morning or evening.**

*See latest Government Statement

**See Media Records (any month)

LOS ANGELES EVENING HERALD

Representatives

HERBERT W. MOLONEY
342 Madison Ave.
New York

JOHN H. LEDERER
General Motors Bldg.
Detroit

JOHN H. LEDERER
Hearst Bldg.
Chicago

A. J. NORRIS HILL
Hearst Bldg.
San Francisco

this TELLST

COMPARE

Percentage Advertising Gain in the Women's Magazine Field January Through August, 1929:

THE HOUSEHOLD MAGAZINE	. 20.2% Gain
Good Housekeeping . . .	3.9% Gain
Woman's Home Companion . .	1.9% Gain
Modern Priscilla	5.1% Gain
People's Popular Monthly . .	.2% Gain

Actual Advertising Lines Gained in the Women's Magazine Field January Through August, 1929:

THE HOUSEHOLD MAGAZINE	21,067 lines Gain
Good Housekeeping . . .	20,713 lines Gain
Woman's Home Companion	7,628 lines Gain
Modern Priscilla	6,672 lines Gain
People's Popular Monthly . .	183 lines Gain

(Figures from Publishers' Information Bureau)

The HOUSEHOLD

A CAPPER
Publication

New York
Chicago
San Francisco
Detroit

Cleveland
Top
sas
St. L

THE STORY

• • •

A glance at the figures on the opposite page will clearly show the growing acceptance of THE HOUSEHOLD MAGAZINE among the advertisers and agencies.

They also explain, in a measure, why beginning with the December issue of this year, THE HOUSEHOLD MAGAZINE will have many physical improvements; and with the January issue it will have 125,000 more circulation.

We have received during the past ten days \$200,000 worth of orders for new advertising for 1930. We will far surpass our 1929 record in 1930.

LMAGAZINE

York
to
Francis
Cleveland
Topeka
Kansas City
St. Louis

Arthur Capper
Publisher

Giving the Subhead a Front Row Seat in the Composition

Layout Cleverness Exercised in Order to Cause One Group of Words to Command Reader Attention, Despite Heavy Pictorial Features

By W. Livingston Larned

WHEN the orchestra plays, there are moments when the notes of a single instrument stand out over and above the music's complete ensemble, ringing sharply clear. In an advertising composition, it is occasionally desirable to raise the key of an important subhead, a significant selling phrase, that it may make its presence more surely felt, although the eye is conscious of other surrounding material.

Artists and professional visualizers have, of recent years, unearthed numerous resourceful methods of giving a front row seat to the selling phrase, always recognizing that if such phrase or secondary headline can sum up quickly the spirit of the longer copy, it proves an asset. In a number of instances the block of text is woven into the illustration in some unusual way, or, hand-lettered, is given action and a fresh vitality. It is very largely of such compositions that I will deal in this article.

In how many layout arrangements can the meaty phrase be given extraordinary attention-compelling value? To what extent should such reading matter edge into the illustration? Is there danger that it may too strenuously detract from the art features? It will be well to start off with consideration given to mere type phrases, independent of the picture and, while mildly allied with it, in no sense a composite scheme of

design and text in close alliance. Some recent ideas may be mentioned as follows:

1. Forming the typography into unusual contours, such as wedges, ovals, elongated bars, dexterously

The Effect of Hidden Springs

GOODYEAR
WINGFOOT HEELS

The Latest Goodyear Rubber Heel Campaign Handles the Sales Message in a Novel Form

placed in relation to other ingredients of the composition.

2. Phrases which are run in gutters of white superimposed mechanically over an illustration or, boxed, dropped into it.

3. Hand-lettering arrangements, distinctively thought out and departing radically from even the headline style or the typography beneath.

4. Making use of the new type faces the very moment they make their appearance and before they

become hackneyed from over-use.

5. Decorative parenthesis marks, run on two sides, with italicized text composed neatly between them—a popular expedient at the present moment.

6. The main illustration so mortised out or vignetted that it leaves a clever space for the featuring of the phrase.

7. Floating the secondary phrase in such a liberal area of white paper that it is certain to attract the eye.

8. Running the display text at some angle diametrically opposed to the remainder of the reading matter, as on a slant, or tilted into the composition at some strategic point.

9. Giving the secondary phrase an illustration of its own and tying the two together, almost as if they represented a separate advertisement within an advertisement.

10. The use of handwriting, boldly handled in script, when all of the remaining text units and even the headline are in type.

11. The use of a mortise of an unusual shape.

12. Bold box, formed of series of rules, and quite frankly used as a "fence," to segregate the phrase from the remainder of the advertisement.

One of the most successful of the modern expedients is to devote a liberal amount of space to a phrase, run it in large, display type, and then distribute tiny thumbnail illustrations through the sentence. The current Save-the-Surface Campaign turns to this expedient and with very excellent results. The main headline is run at the top of the magazine pages while beneath a phrase of secondary importance appears in bold face type accompanied by the vignettes.

"Neither rain nor snow, neither heat nor cold, can shorten the useful life of your home if every two or three years you apply paint, varnish, enamel and lacquer, inside and out. True, too, for screens, fences and garden furniture." There is other reading matter in

THE STANDARD SPARK PLUG

OF THE WORLD



MILLIONS of users say there are just two kinds of spark plugs—AC's and the other kind.

AC's are known as the better spark plugs because of their patented new glass porcelain construction and solid side electrode. AC quality in design and construction means easy starting, fast pick-up, brilliant performance.

AC SPARK PLUGS AC SPARK PLUGS AC SPARK PLUGS AC SPARK PLUGS AC SPARK PLUGS AC SPARK PLUGS AC SPARK PLUGS AC SPARK PLUGS AC SPARK PLUGS AC SPARK PLUGS

These Circles Attract the Eye and Invite Reading of the Copy Which They Surround

each of these pages, but this one dominating sentence accurately and crisply sums up the high spots of the story. If you read nothing else, you have digested a worthwhile selling message. It is an expedient for the "lazy reader." And the little illustrations distributed down the type lines give greatly added display value.

A new Goodyear Wingfoot rubber heel campaign handles the problem serially by new arrangements of ever-widening spirals, like springs, that radiate from a reproduction of the product.

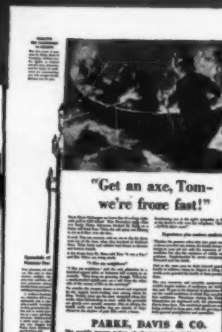
Under some such main headline as "Give Nature a Break," curved lines and a secondary-head text are placed to correspond with the circles of the springs, thus producing an unusual composition, in-

ADVERTISERS



The Lady Trowe
makes her confident
young bow

TOWLE
Silverware



"Get an axe, Tom—we're froze fast!"

PARKE, DAVIS & CO.
The world's largest makers of pharmaceutical and biological products



I'm beauty
but I can tell you how
in spirit

IVORY SOAP —And to emphasize it



the New
Mobiloil

The Packer Mfg. Co., Inc.
Packer's Tar Soap
Packer's Liquid Shampoos
Packer's Charm

Seaboard National Bank

Vacuum Oil Company
Gargoyle Mobiloil
Gargoyle Lubricating Oils for
Plant Machinery
Gargoyle Marine Oils

The National City Co.
Investment Securities

Procter & Gamble
Crisco . Ivory Soap . Camay
Chipsa . Ivory Soap Flakes
P & G — The White Naphtha Soap
Lava Soap

Towle Manufacturing Co.
Sterling Silverware

Lehigh Portland Cement Co.

National Steel Fabric Co.
Steeltex
National Reinforcing

United States Rubber
Footwear and Clothing

Parke, Davis & Co.
Pharmaceutical and Biological
Products

Acetol Products, Inc.
Cel-O-Glass

CeCo Mfg. Co., Inc.
CeCo Radio Tubes

S with whom we work

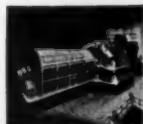
I'm duty editor
 m tell you how, in spite of housework



— kind to myself. IT FLOATS

Gaytees — the Tailored Overalls

Gaytees are the most comfortable and practical of all overalls. They are made of the finest material and are tailored to fit perfectly. They are available in a variety of colors and styles. Visit our store today to see the difference.



Gargoyle D.T.E. Oils
 lubricate more steam
 turbines than any other
 brand of oil in the world

QUALITY BRINGS LEADERSHIP



skin specialists said:

"When J.B. Chicago gets here the
 right time about complexion"



When J.B. Chicago gets here the right time about complexion. This is a testimonial from a skin specialist, highlighting the effectiveness of the product in improving skin health and appearance.

The **BLACKMAN** Company *Advertising*

122 EAST 42nd STREET • NEW YORK

Magazine Newspaper Outdoor Street Car Radio

teresting to the eye. In other words, the composition is such that the spirals are partly formed of type.

To what extent should these secondary phrases sum up the advertiser's story, by the way? The Goodyear example before me seems to answer the question:

"Nature put a pad on your heels to cushion your spine and nerves against the jars of walking. But Nature didn't figure on hard heels and hard pavements. So why not help her out? Give yourself the cushioning she intended you to have." The most lengthy copy could not say much more, although, of course, it is necessary to go into the story with more completeness. That secondary head, in the meanwhile, is a swift-paced summary with salesmanship in every word, and it is so wonderfully placed in the page that it can't be neglected nor overlooked. In this example we have an instance of combining the phrase with the illustration on a fifty-fifty basis.

Yes, the wording is important. A great deal should be said in the fewest possible words. It is a boiling-down process of the most difficult character. The modern advertisement, in serialized campaigns, is likely to turn to such phrases, a new one in every layout.

Says a Fisher Body display in its secondary headline: "The whole country has awakened to the fact that the difference between Fisher Body cars and others is so marked you cannot possibly escape it." Without decorations or side issues, such sentences as this are set in quite bold type, scientifically spaced and surrounded by much white space. It is surprising to what an extent they attract the eye and invite reading.

Then there is the current United States tires plan of spotting, in the center of the composition, indented phrases in type almost a half-inch in depth, and the reading matter dedicated to the high spot in the copy: "All your old troubles about parking, for instance, are cured by these New Royals. Just

**Men buy Buicks
and
Government Bonds
with the same
sense of security**



One thing of which everyone is sure is the fundamental problem of Buick automobiles. For that goodness has been proved throughout a quarter of a century, and is accepted everywhere as an established fact.

Not only do people the world over favor Buick... not only do they recognize it as the standard of comparison among fine automobiles... but they have come to regard its very name as a symbol of reliability.

They view this car, and the institution behind it, with the same confidence as a Communist bond, and buy it with the same certainty of value.

THAT IS WHY more than twice as many people purchase Buicks as any other automobile priced above \$1200. That is why more than eighty per cent of Buick owners buy Buicks again and again. That is why their owners also purchase more Buicks than the total production of any other individual car in the Buick line.

THE MEN OF Buick know the value of confidence fully as well as the boys of Buick cars. And they will keep faith, as they have for the past quarter of a century, that it may always be said:

"Men lay Buicks...and Government hands...with the same ease of economy."

BUICK MOTOR COMPANY, FLINT, MICHIGAN
Canadian Division Division of General Motors Builders of
McLaughlin Buick, Oldsmobile, Buick Cadillac Buick and Oldsmobile Buick Cars

WAGON, SEDAN, STATIONWAGON AND TRUCK, BUILT TO MEET YOUR

*The Message in This Buick Panel Is Direct, Brief
and Important*

turn your wheel, and your Royals snuggle your car right up to the curb.⁷⁵ A pithy sentence indeed and given a front row seat in the make-up of the advertisement. The excellence of the copy and the style in which it is written is second only to how the visualizer places it in relation to his other units.

That these featured phrases should never completely dominate the major portion of the advertisement is understood and care must be taken that this does not occur. The center of the stage rightfully belongs to the illustration, the headline and the product with its reading text, but the value of prominent phrases need never be

SPEAKING OF
NET PROFITS

OVER 40% OF ALL
CORPORATIONS

HAVE RED NETS!

IMPRESSIVE plant, excellent product, large sales force, good distribution, fine sales, every outward appearance of prosperity—yes, they have all these, but they make no profits!

It costs them so much to merchandise and sell that there is nothing left for dividends. The producing machine has outstripped the selling machine.

These companies will either have to go out of business or put to work the horizon-lifting, saturation-point dispelling power of the advertising machine.

Let them consider this fact: Of all corporations only 2½% have profits over \$100,000 and they do more than 77% of the nation's business—they are the outstanding users of the skilfull word, of the compelling picture—of modern advertising.

Advertising alone won't do it all, nor is it a mere matter of dollar power. But the right kind of advertising, backed by the right product and the right merchandising, talks net profits.



With nation-wide facilities for market study,
we enable advertisers to build black
nets on the figure-facts
of business.

FRANK PRESBREY COMPANY

ADVERTISING WICKERSHAM 8200
247 PARK AVENUE - - NEW YORK

A Texas Wholesaler Is Helped

WM. CAMERON & COMPANY, INC.

WHOLESALE

WACO, TEX., AUG. 21, 1929

Editor of PRINTERS' INK:

Thank you for your prompt attention to the writer's request for clippings of articles dealing with salesmen's daily reports. Again you have scored.

The service you are rendering to those whose daily lives are made up of problems in advertising and selling is of inestimable value.

You are doing your job well. More power and congratulations to you.

WM. CAMERON & CO., INC.,

WHOLESALE,

W. H. EVANS, JR.,

Sales Promotion Manager.

Jim Hill Apple Campaign to Start in November

The Wenatchee District Co-operative Association, of the Wenatchee district of Washington, will release a new advertising campaign on Jim Hill apples in magazines and business papers, beginning November 1. The campaign is being directed by the Seattle office of the Honig-Cooper Company, Inc.

Boyd Agency Incorporates

The Boyd Company, Los Angeles advertising agency, has incorporated. The officers and directors of The Boyd Company, Inc., are John R. Boyd, president, Merle A. Strange, vice-president, Louis Liets, art director, Lillian McNally, secretary and treasurer and Vincent Hixon, John Dyre Davis and Louis Burke, directors.

Automotive Papers Appoint Herman Sonneborn

Automotive South, Nashville, Tenn., and *Automotive Service Management*, Los Angeles, have appointed Herman Sonneborn, New York, publishers' representative, as their Eastern advertising manager.

A. E. Tripp with Seattle Engraver

A. E. Tripp has been appointed sales manager of the Advertisers Engraving Company, Inc., Seattle. He was formerly artist and layout man with the Everett Engraving Company, of Detroit.

J. H. Chase Joins Rochester "Democrat and Chronicle"

John H. Chase has joined the advertising department of the Rochester *Democrat and Chronicle*. He previously represented *The Shoe Retailer* at Rochester.

La Vie Canadienne, published at Montreal, has been purchased by Noel E. Lanoix, Ltd., publisher, of that city. The magazine will be consolidated with *La Revue Moderne*, also published at Montreal.

Buy Interest in Shackelford-Runkle Company

Robert B. Thompson, recently production manager of the retail advertising bureau of Marshall Field & Company, Chicago, and Harry O. Kovats, for some time identified with the Chicago printing industry, have purchased the interest of Roy B. Shackelford in the Shackelford-Runkle Company, typography and printing, of that city. There will be no change in the firm name.

New York Eskimo Pie Appoints Wm. H. Rankin

The New York Eskimo Pie Corporation, Brooklyn, N. Y., has appointed the New York office of the Wm. H. Rankin Company, advertising agency, to direct its advertising account. The advertising of the parent company, The Eskimo Pie Corporation of Louisville, Ky., will continue to be handled by the Chicago office of the Rankin agency.

Join Potts-Turnbull Agency

Talbot C. Hatch, recently president and treasurer of Hatch-Sattley, Inc., Chicago advertising agency, and at one time head of Talbot C. Hatch & Company, has joined the Potts-Turnbull Company, Inc., advertising agency of that city. Albert E. Russell, formerly a vice-president of Hatch-Sattley, Inc., has also joined the Potts-Turnbull agency.

Dudley Alleman Joins J. D. Bates Agency

Dudley Alleman, publicity manager of the Maine Central Railroad, Portland, for the last three years, has resigned to become Eastern New England manager for the J. D. Bates Advertising Agency, Springfield and Boston. He will take charge of the J. D. Bates office at Boston.

Aircraft Account to Eric Rogers

The Fleetcraft Airplane Corporation, Lincoln, Neb., manufacturer of airplanes and aero engines, has appointed the Eric Rogers Company, Omaha advertising agency, to direct its advertising account. Aeronautical publications will be used during 1929. In 1930 a national campaign will be run using class mediums.

Dress Account to Marjorie Signer Agency

Deja, Inc., New York, dresses, has appointed Marjorie Signer, Inc., New York advertising agency, to direct its advertising account. Magazines and direct-mail will be used.

With Cosmopolitan Agency

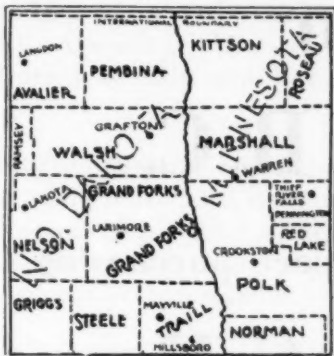
W. E. Troutman, previously with the Cosmopolitan Advertising Agency, Reading, Pa., has returned to that agency as art director.

GRAND FORKS A FERTILE MARKET IN A RICH TERRITORY

2,726
Retail Stores

\$58,754,389
Retail Trade

10,302
Employees



GRAND FORKS, North Dakota, is the hub of the richest agricultural region in the Northwest. It is the logical marketing and wholesale center of this territory and in addition is the distributing point for northern North Dakota and northwestern Minnesota, with the business of that prosperous section centering here.

In location, contents and potentialities the Grand Forks market is worthy of the attention of any advertiser seeking increased sales volume

For a complete picture of the Grand Forks market, send for Bureau of Advertising
ANPA Standard Market Survey.

GRAND FORKS HERALD

(Morning, Evening and Sunday Except Monday Morning)

PRUDDEN, KING & PRUDDEN

General Advertising Representatives

New York Chicago Los Angeles San Francisco Seattle



An

A. B. C.


of space purchasing by

O. C. Harn, Esq.

Managing Director


of the

Audit Bureau of Circulations



Mr. Harn says:

—“Don’t be afraid to buy the smaller ➡
circulation if the indications ➡
are it has a larger proportion ➡
of the right kind of patrons.” ➡



-
- One investigation after another has shown that The Quality Three commands the richest family market in America.
 - One experience after another has shown it to be a most responsive and dependable market for advertisers of quality products and services especially where surplus spending power is required.

FOUR-COLOR PAGES

can be used to most effectually sell this market at lower cost per thousand than in any medium that does not require the purchase of a million or more of circulation.

Don't be afraid to include in your advertising plans

THE QUALITY THREE

Atlantic Monthly

Harpers Magazine

Scribner's Magazine



350,000
HOMES



NEW YORK — BOSTON

CHICAGO

—

SAN FRANCISCO

—

LOS ANGELES

Why We Have Adopted Jobber Distribution

It Has Put Us in Closer Touch with the Consumer and Enabled Us to Expand Our Market

By R. M. Hollingshead, Jr.

Director of Sales, The R. M. Hollingshead Company

SO much has been said and written during the last few years about manufacturers of finished products destined for the use of the individual consumer abandoning the jobber and wholesaler and going in for direct distribution, that in many quarters the movement has been accepted as a national trend. In some industries it has even been argued that the jobbing system is in great part responsible for the rising costs of distribution, and the prediction has been made that ultimately the so-called middle man will be eliminated from all businesses.

This idea is so firmly entrenched that when the board of directors of our company determined to abandon direct distribution and sell only through jobbers, one of the most difficult problems in the change-over was to convince the trade that it was not a temporary measure. In other words, even in an industry—that of automotive accessories—where jobber distribution is the dominant factor, the talk about the elimination of the jobber has had its effect. Perhaps that may help to explain some of the difficulties being found with the system by manufacturers in lines where the trend is in the other direction.

It may be that what we have learned about the limitations of direct distribution may be of value to business men in other lines. Some problems are common to all business, and this is as true in distribution as in production. Unquestionably there are some products that do not lend themselves to jobber distribution, but we are convinced that even where the trend today is away from this form of selling the jobber will continue to be an important factor for a long time to come.

An outline of the background of this opinion will show that it is not merely the result of necessity. When the R. M. Hollingshead Company began seriously to convert its business from harness and saddlery products to automobile products in 1908, conditions were not comparable to those of today. Jobbers in automobile accessories had little interest in the existing or potential volume for such products as soap, top dressing and polishes, and other small articles that now run into big business. The bulk of their sales was made on high-priced items, such as head lamps, tops and windshields, not then furnished as standard equipment.

Volume Necessary First

The market for any sort of automobile accessory was small, and therefore the unit profit had to be large. Some of the best minds in the automotive industry regarded the million car year as a myth. Therefore we could not get jobbers to handle our lines until we had sold their dealers, and since the sales resistance was so great the jobbers were not interested until we could show them the volume.

That, in a nutshell, explains why the company built up its own sales and distributing organization. Beginning in 1892 with harness soap, my father had added top dressing and carriage soap and similar lines for the carriage trade until, in 1907, it became evident that the motor car was replacing the horse. Our first automotive product was made in that year. It went so well in the limited territory in which we had been operating that the company set out to enlarge its markets. We were convinced that the jobber constituted the natural channel to this objective, but there

was no way to convince him except by sales.

Accordingly we sold direct to all the dealers we could reach from the factory and main offices at Camden, N. J., and when the business warranted it we began to open our own branches. The first of these was established at Chicago in 1916. Six years later we had twenty-seven, together with a sales organization of nearly 600 men. Our products, by this time including virtually every chemical necessity for the maintenance and care of the motor car, were on the shelves of more than 100,000 dealers. We had achieved national distribution, and the business was showing consistent and satisfactory increases year by year.

In that year—1922—however, it became evident that any system of direct distribution for a line such as ours contained within itself certain limitations and a study of the growth of the business indicated that while these limitations had not as yet affected volume or profits, they were certain to do so in the long run. Various reasons contributed to this conviction. As the business and the number of outlets increased we found that we were getting farther away from the dealer and the ultimate consumer in point of time, and that service was becoming more difficult and less rapid. Even in congested territory the number of calls a salesman could make was limited, and some of our best customers were being seen only once in three weeks or a month.

Coincident with the expansion into less widely populated territory that led to this situation, we found that dealers were demanding better service. A customer in the Dakotas objected to sending his order all the way to the St. Paul branch. He was annoyed not only by the freight charge but by the time required to get his deliveries. Our salesmen began to get complaints on these and similar scores, and the beginning of the trend toward control and reduction of inventories did not make their work any easier.

Looking into the future, we could

foresee the time when normal expansion through known outlets would make it necessary for us to maintain a total of 100 branch offices and warehouses. That figure alone was not a stumbling block, although the average investment per branch was about \$35,000. But when our business had assumed national proportions we had gone in for national advertising, and even with the ultimate practicable development of our own branches we came to the conclusion that we could not give the dealer and the consumer the service necessary to get the maximum benefit from this expenditure.

Giving the Jobber Entire Distribution

Accordingly we began to experiment in 1922 with the idea of turning our entire distribution over to the jobber. The first trial was made in Western Canada in August of that year. The plan worked so well that after several years of thorough test it was extended to all of Canada. A complete factory near Toronto, Ontario, was opened in February, 1927, to take care of our now large Canadian business.

Results were satisfactory not only as to sales volume and the items of cost, but for the opportunities they offered for new market building. We were not satisfied that the plan would work as well in metropolitan areas, however, until we had actually tried it. For this test we chose Detroit, the most highly competitive market in the automotive field. When the returns were equally satisfactory the board of directors of the company definitely determined to withdraw from direct distribution and to concentrate all of our sales through the jobbers.

This decision was not finally made until late in 1928, but at this writing we have succeeded in applying the new plan in 80 per cent of the national territory. In that area, it may be interesting to note, we have also succeeded in getting representation with 75 per cent of the Class A jobbers. Only five of our original twenty-seven branch houses are left, and these will be

A HEALTHY CIRCULATION

The Circulation

*that is worth paying money for in advertising
must have red corpuscles —*

VITALITY



THE MAGAZINE OF WALL STREET

has just that kind of circulation,

The CLASS-The QUALITY-The QUANTITY
and the reader interest.

We answered 90,859 inquiries from our subscribers in the past six months. All of these inquiries solicited our advice in connection with the purchase or sale of securities.

Our latest A. B. C. publisher's statement (June 29th issue) shows 94,322.

The **MAGAZINE** *&* **WALL STREET**

A HEALTHY CIRCULATION

*A few subscribers who have consulted us:**

- A Member of the House of Commons of Canada.
- The Chairman of a Steel Company.
- The President of a Packing Company.
- The President of a well-known Cabinet Company
- The President of a large Machinery Mfg. Company.
- The President-Treasurer of a Cotton Products Company.
- The Head of a large Lumber Company.
- The President of an Automobile Accessory Company.
- The Chairman of an important Shoe Company.
- The President of a Steel Products Company.
- The Vice-President of a Steel Plate Company.
- The Treasurer of an Engineering Corporation.
- The Director of a National Food Organization.
- The Head of a large Chemical Company.
- The President of a Steamship Line.
- The Comptroller of an International Automobile Mfg. Co.
- The President of a Railway Company.
- A Member of the House of Representatives.
- The Secretary of a Life Insurance Company.
- Cashiers of numerous Banks.
- An Investment Banking concern in Canada.
- The President of an automobile manufacturing Company.
- The President of a Gas and Electric Company.
- An executive of a National Bank in the Argentine.
- The Managing Editor of an important magazine.
- The Sovereign Commander of a National Fraternal Order.
- The President of a Furniture Manufacturing concern.
- The General Manager of a Storage Battery manufacturer.

Many others in the business, financial and political world too easily identified if we mention their connections.

** More than one Advertising Campaign at tremendous cost has been designed to sell an idea to one single man.*

The **MAGAZINE** *of* **WALL STREET**

Outside, inside, up and down!



"And the dentist said to brush your *gums* too!"

How these youngsters check up on each other—to make sure that the coveted bronze pin they're working for is really deserved.

What pin? The merit badge offered by Colgate to children who brush their teeth regularly. Each brushing must be recorded on a "Clean Teeth Chart." When filled, this chart is signed by Mother and the family dentist and returned to Colgate & Company.

Does this plan work? Wonderfully well, coupon returns from *Child Life* prove! Lord & Thomas and Logan, creators of this advertising, chose this 35c magazine because of the unique market it reaches.

200,000 families with children—averaging two or more per family. Intelligent families with good incomes. What they want is as good as sold. What they buy quickly runs into volume.

Naturally in *Child Life* you find many of America's most famous products advertised regularly. Wheatena, Cream of Wheat, Quaker Oats, for example. Horlick's Malted Milk, Ovaltine, Postum. Brer Rabbit Molasses, Royal Baking Powder, Jell-O, Add-a-Pearl. Santa Fe, Northern Pacific—and many others.

Why should *you* investigate this valuable family market? Your agency can tell you. Or, if you prefer, write direct—to 536 S. Clark Street, Chicago.

CHILD LIFE

RAND McNALLY & COMPANY
Publishers

wn!

disposed of as rapidly as we can reorganize for jobber distribution in the territories they are now supplying, which should not require more than a few months.

At present the sales organization has been reduced to about half of the high peak reached when we were selling direct to the dealer, but the indications are that it is now near its minimum. The reduction of the force was not one of the principal aims of the change in our method of distribution, although we knew we would require fewer men for the new method. We had expected that with the change accomplished, new opportunities for market building would develop, and this expectation has been gratifyingly realized.

Virtually all the reasons for turning to the jobber which I have outlined have to do with holding the business already acquired, and servicing adequately the new customers to be expected in the natural order of expansion. In other words, we turned to the jobber primarily to give better service to our existing customers and not because we had come to the end of the possible growth under direct distribution. But having made the change we have now discovered that many opportunities are developing which were not previously visible. We expected to be able to do a better job of merchandising, and we find that in all probability the time will come when most of the energy of our selling organization will be devoted to this end.

In the territory now being served through jobbers our salesmen are developing into merchandising assistants for the dealers. Much of their time is being devoted to window dressing and other market-building services for the dealer.

Manufacturers May Fail to See Opportunity to Help

Consequently we are looking forward to a growth not anticipated when we made up our minds to shift to jobber distribution. We have been looking over the field and have come to the conclusion that in a great many instances manufac-

turers who are dissatisfied with the jobber are doing little more for him and for the dealer than to ship the goods, and possibly a few dealer helps in the form of window and counter display cards. Frequently these are prepared by men having no contact whatsoever with the specific problems of the dealer, and therefore it is only by accident that they are of any real use to him. The result is that most of them are thrown away.

Our products are supported by display materials that have been tested under practical conditions. Newspaper, magazine and similar advertising backed up by a strong sales force give the jobber the kind of help that merits his close cooperation.

Through jobber distribution we expect not only to be able to place our goods on the shelves of the 162,000 automotive accessory outlets in the country, but to increase the business being done by our existing dealers. Moreover, we can look forward confidently to the day when we shall be able to set ourselves new standards of uniformity in distribution by concentrating our merchandising efforts in weak territories. In both national and local advertising we can create a closer tie-up with sales, so that the effectiveness of this effort may be expected also to show a material increase.

No other industry changes so rapidly as the automobile business, and therefore the manufacturer catering to it must be eternally alert to anticipate these changes and to adapt his products to what the public wants. At first thought jobber distribution makes this more difficult, since he is regarded as a middle man separating the manufacturer by one more step from the ultimate consumer of his products. As we are operating, however, the effect of distributing through the jobber has been to put us in closer touch with the consumer by enabling us to watch his reactions in the stores of the dealers. In our line this is a factor of major importance, and as a matter of fact it is becoming increasingly important in all others.

External Community Advertising Campaigns

Development Phases Essential in Stabilizing the Movement

By Don E. Mowry

AN external community advertising campaign is one that involves the advertising that is done through the advertising agency. This advertising is contrasted with the means and methods employed, locally, to get the "house," the community, ready to receive, execute and profit from the advertising that is done externally, or away from home.* In most cases the external advertising is national advertising.

When an advertising agency has been assigned the task of advertising a given community, before the plan and schedule have been determined upon, there is need for consideration of the elements that are to go into the external campaign itself, viz:

1. Has enough consideration been given to the advantages and disadvantages of those things which are to be sold and their relation to competition?
2. Has enough been done to thoroughly inform all concerned of the necessity for judiciously placed advertising copy?
3. Has the local group, directing the advertising expenditure, complete confidence in the advertising agency that is to guide the external advertising plan?
4. Has the agency itself studied the sectional or national markets sufficiently to know the mediums that should be employed on the particular campaign in question?
5. Has the economic background, essential to success, been set up?
6. Is there an understanding of the difference between product and community advertising?

It must be recognized, in the interest of the stabilization of community advertising, that the advantages and disadvantages of the local community should be weighed and discussed without fear or favor. Too large a percentage of representative business men, interested in advertising the place where

they live, are not well enough informed on the city's resources to fit them properly as judges of an advertising program.

A sketchy idea is about all that they have. In one city, subscribers volunteered to increase their contributions, and non-subscribers offered to sign pledges, when the thoroughness of the plan and the breadth of its purpose had been described.

This lack of knowledge is in no way a reflection upon the citizenship. It's just a fact. As a city, a large percentage of the people are untrained, uninformed and unacquainted with the economics of advertising.

It is unwise to try to develop a community, industrially, along machine tool lines, in the Ohio valley, when Cincinnati has such a hold upon this particular industrial field. The people must be informed on this and other related facts. They must be told why other industrial objectives should be attempted—because there is already a beginning in other directions and there is less resistance if a special field is further developed through advertising. Competition plays its part in community advertising as it does in the field of product advertising.

The Province of the Agency

There is a certain amount of pride manifested by the community and its leaders when an advertising program is to be launched. "It will please our people if you take space in this or that publication," the advertising agency is often told by one or more citizens.

What is the advertising agency to do? Here is an advertising appointment that must be executed. The agency does not feel that the special publication ought to be used. Yet the advertising agency

*"Internal Community Advertising Campaigns" were described and discussed by Mr. Mowry in the October 25, 1928, issue of *PRINTERS' INK*, page 124.

is confronted with the problem of satisfying the community.

Should the agency follow the line of least resistance? The answer is "no" but the agency may not be in a position to say "no" in just that way. It is perhaps necessary for the representative of the agency to go through a more or less laborious process of educating the local people to the necessity for placing the copy in the most judicious manner. In a number of instances, heretofore, this policy has not been followed.

There is no field for advertising that offers greater potential possibilities for creating a better feeling for advertising itself than the community field. Many people are interested in each campaign that is initiated. The success of any local campaign makes for more advertising stability. The failure of a single community advertising campaign does much to hurt the cause of advertising itself. There is, therefore, a responsibility which rests upon the shoulders of the advertising agency to make every effort to see to it that the copy is placed where the returns give greatest promise. Diplomacy may be necessary at times but in the final analysis the sponsors of the campaign must be told the truth.

Place of the Agency

The advertising agency is more than a placement organization. It is entitled to the complete confidence of the local advertising committee. The agency brings to the advertising project its experience and its judgment. A small committee should be selected to work with the agency on the external phases of the campaign. A large committee causes nothing but delay. It is easier to obtain the confidence of a small group.

With such a set-up the agency representative can talk openly and freely. He can discuss matters which seem of great moment but which do not affect the external campaign seriously. His knowledge of the subject makes him the executor of the campaign and the leader in action. There are

certain well-defined objectives which must be attained. These can be impressed upon the steering committee actually and tangibly. Without this complete confidence the external campaign is not going to attain its goal.

In the interest of future advertising, not only community advertising but all advertising, the agency itself must be able to present some very definite and tangible evidences of market possibilities. It must be able to justify its selection of mediums.

The community advertising committee must frequently make a choice as to what it can advertise. In making the choice the community and the agency are required to do some thinking.

Let us consider the economic background. There are whole sections of the country whose sparse population, undeveloped resources and climatic attractions offer special advantages for an increase in population. Is the community in question located in one of these sections: The Pacific Coast States, the South or Southwest? If it is, the set-up for the advertising attack must carry through with definite policies. Perhaps the vacation appeal is of first importance. Maine says: "Bring them to play—get them to stay."

The logic of the community advertising situation, with tourist possibilities, for sparsely settled regions may be to attract new residents and to increase the population by what is termed indirect advertising rather than by direct advertising. This method gets a large number of people to visit, resulting in permanent and profitable residents.

Dr. J. Russell Smith, professor of economic geography at Columbia University, says:

"There is no longer any reason why the workers who produce some small standardized part for a complicated machine should live in congested manufacturing districts. The little pieces for the lawn mower or the automobile can easily be brought by truck from a small town or city located

SELECTED FOR MORE THAN PERFORMANCE



HERE in the FORUM is the ability of a magazine to maintain maximum power and speed. It is essentially a magazine of performance. It does every month what people expect it to do—carries them out and away from themselves into the refreshing stimulation of other men's thoughts.

But like a modern car, the FORUM is selected for more than performance—for its excellent physical attributes. There is a feeling of luxuriousness in turning through these thick, beautiful pages . . . a sense of ease in riding the eye over this easy, sizable type . . . a quickening note of pleasure in these bright, careful adornments and illustrations.

To advertisers whose messages appear in FORUM pages, in black and white, or in colors, the magazine proves beyond denial a medium of beauty, performance and power. The quality of its appearance enhances the value of the advertisements.

FORUM

Edited by HENRY GODDARD LEACH

441 Lexington Avenue, New York



A group of Fuller Brush executives is holding a meeting. A suggestion for a new product is being considered. The idea appeals to the executive group and is referred to the experimental and development department.

Here it is developed and tested thoroughly. Then it goes back to the executive group which may return it to the development department for further improvement.



Surely the new item is now ready for market. But no! Samples now go to a list of 150 housewives scattered throughout the country. These experienced housekeepers constitute the Fuller Household Testing Bureau. With them rests the final decision.

Thoroughness. Not a policy, but the policy of the Fuller organization. Practiced from the very inception of an idea up to the sale in the home.



The operation of Fuller's Household Testing Bureau was described in a *Printers' Ink* article. This article is one of a dozen* concerning Fuller that have appeared in the *Printers' Ink* Publications during the last eight years. The material contained in these articles was furnished by executives bearing the following titles: President, Vice-President, Advertising Manager.

*A complete list of the *Printers' Ink* articles will be sent on request

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The same thoroughness responsible for Fuller's Household Testing Bureau has also been responsible for the development of other merchandising ideas that manufacturers would like to know about. The titles which follow indicate the Fuller merchandising developments that have been covered in *Printers' Ink*:

More Sales Effort and More Advertising Overcome a Depression

How to Determine the Advertising Appropriation

Old Salesmen Taught New Ways to Sell

Combining Catalog and Sales Manual

How Fuller Brush Goes After the Farm Market

Switching Salesmen Improves Sales

Where Fuller Salesmen Come From

Using Advertising to Sell Salesmen to the Public



The Fuller Brush Company's executives have developed the habit of using the *Printers' Ink* Publications as a testing bureau of merchandising ideas. They have come to look upon the articles in *Printers' Ink* and *Printers' Ink Monthly* as safe guides to economical and profitable marketing methods.

That is why the following Fuller executives are readers of one or both publications: A. C. Fuller, President; F. S. Beveridge, Vice-President and Director of Sales; C. H. Shean, Executive Sales Manager; Everett R. Smith, Advertising Manager.

"Brief Visits with Famous Merchandisers"
Number 18 of a Series

at a distance forty or, for that matter, 400 miles away.

"A change of this kind will have far-reaching effects. It foreshadows the new industrialism. It does not mean that the actual volume of trade will be limited, but it does mean that we can look for the shifting of certain kinds of manufacturing from such places as Boston, Worcester, Detroit, and Chicago to smaller cities, villages, and perhaps even to the farm homes in food-producing sections of New York, Michigan and elsewhere."

The economic background, which must be understood by the advertising agency, takes into consideration the rapid strides being made in new methods of transportation and communication. These movements accentuate the opportunities for advertising. Smaller cities and suburban communities have an opportunity to attract in a definite way with sound economic facts to back them up in their advertising.

Decentralization of industries brings about new problems which must be given consideration in planning the external advertising campaign.

New mergers and consolidations—what about them? Does a particular merger affect the population and stability of a given community? If so, what should be done to provide new business to take up the slack? Mergers are supposed to result in a reduction of cost and overhead, provide broader markets because of reduced prices to consumers. Has the community that is advertising given consideration to these new tendencies? If not, there is little wonder that the advertising agency is in a more or less difficult position in attempting to ground the external campaign of advertising, obtain the confidence of the community and carry through on a scientific basis.

Finally, there must be an understanding of the difference between product advertising and community advertising. We all agree that no two communities are just alike and each campaign

calls for different approaches and different set-ups. We must also admit that there is a marked difference between community and product advertising. A product serves a purpose. Its lines of resistance are pretty well defined. The breaking down of these lines of resistance is aided through market studies, through effective advertising copy, by artifices known to the experienced advertising agency, backed up by the organization producing the product. In community advertising we have been required to enter a new field by applying product advertising processes. We have relied upon advertising technique to carry us through. We have not given full consideration to the six elements that go into the successful execution of an external campaign.

We have failed to recognize, for example, the new types of industry that are forcing for themselves a place in the life of our communities. There is more thought to be put forth in conducting an external community advertising campaign than many community enthusiasts realize until they get into the workings of the campaign itself. Without proper guidance, the whole campaign may be launched without an understanding of the new fundamentals.

Great progress is going to be made in recreational and travel community advertising when there is an understanding that several agencies can well afford to consult with each other on various campaigns by having a tie-up on all copy released outside of the respective communities calling attention to the idea: "See America First."

Similar opportunities are going to present themselves when other objectives in community advertising can be linked through the artifices of advertising.

Mondaine Products Appoints Hart Lehman

The Mondaine Products Corporation, New York, toilet goods and jewelry novelties, has appointed Hart Lehman, Advertising, of that city to direct its advertising account.

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**Milk Prices High,
Dairymen Prosperous
in the
"New York City Milk Shed"**

NEW YORK CITY is without ques-
tion the world's greatest milk
market. Through the cooperative mar-
keting efforts of the Dairymen's League Coop-
erative Association, wholesale prices have been
kept at a high level.

During the first six months of this year, this
Association returned to its members \$3,176,239.30
more than it did for the same period in 1928, al-
though the prices last year were the highest that
had been paid since 1922.

There is only **ONE** paper through which these
Eastern dairy farmers can be reached without
waste or duplication. And that is the paper which
they themselves publish and
subscribe for—the **DAIRY-
MEN'S LEAGUE NEWS**.



**DAIRYMEN'S
League
NEWS**

11 West 42nd Street, New York.
W.A. Schreyer, Bus. Mgr. Phone Pennsylvania 4760

10 S. La Salle Street, Chicago.
John D. Ross, Phone State
3652

THIS
MAP
SHOWS
"THE
NEW YORK
CITY
MILK SHED"

Have you a Sales job

This successful selling service may be for you. Personnel—receiving, warehousing, shipping, packing, and delivery—credits assumed—Sales discounted monthly.

It may be possible for you to meet the new distributing and marketing conditions, without changing your business plans, by utilizing this independent Pacific Coast sales organization.

Thus you could cover the 10 Western States and Hawaii thoroughly, conducting your selling, merchandising and advertising program free of all detail and at a controlled cost.

Your campaigns would be guided by the localized knowledge and records accumulated during 38 years' experience in this rapidly-growing regional market.

THE GEO. H. EMMETT CO.

[INCORPORATED 1891]

SELLING AGENCIES

• 290 TRENTON

Division Headquarters:

LOS ANGELES

SEATTLE

a Pacific Coast s oblem?

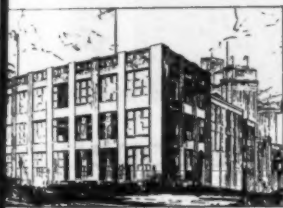
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HARD BUILDING, SAN FRANCISCO
and concrete. 20,000 sq. ft. floor space. Owned and
exclusively occupied by this company.

For many years we have served four nationally-known firms—the manufacturers of **AMITY LEATHER PRODUCTS, INGERSOLL WATCHES, GEM SAFETY RAZORS AND BLADES and WATERBURY CLOCKS.**

Recently we conducted a successful campaign, introducing Gevaert Films on the Pacific Coast. This suggested that, with the facilities of our new building, we could affiliate with another substantial manufacturer.

Realizing that a permanent connection requires careful investigation, we invite inquiries from interested executives, and shall be glad to correspond regarding details.

E. J. HARD COMPANY

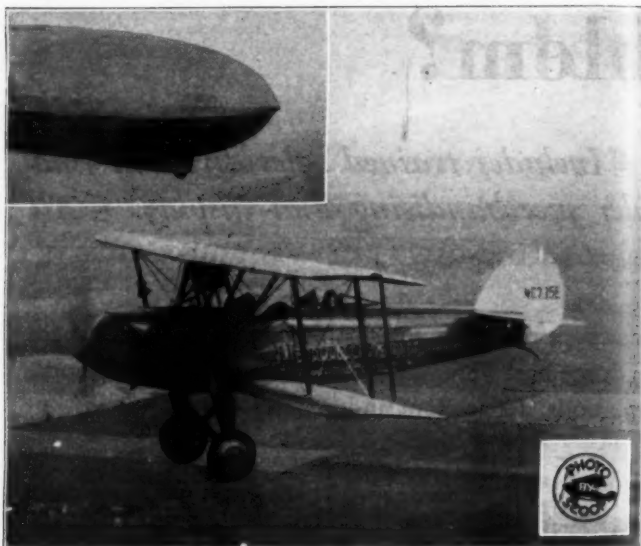
(INCORPORATED 1891)

SAN FRANCISCO

290 STREET •

ATTLE • PORTLAND BUTTE EL PASO SALT LAKE CITY

Another Scoop by "SCOOP"



Escorting the Graf Zeppelin Across Illinois

The Daily Pantagraph was the only newspaper in downstate Illinois directly representing its readers where world history was in the making.

**"Always a Step Ahead of Other
Good Newspapers in Illinois"**

The Daily Pantagraph

BLOOMINGTON, ILL.

Representatives: CHAS. H. EDDY CO., New York, Boston, Chicago

Retailers and Manufacturers in Joint Campaign

American Booksellers Association Sponsors Idea Which Brings Together
Two Factors in the Book Trade

BEGINNING September 16, and continuing for fourteen weeks to December 16, an interesting co-operative experiment in advertising will be made in two cities, Cleveland and Pittsburgh. If the plan works as its sponsors hope, the idea will be extended to other important cities in the United States.

It is not necessary here to outline the situation in the book trade. Suffice it to say that outsiders have heatedly maintained that books do not receive anywhere near the advertising they deserve, while those in the trade, although quite willing to admit the fact, have never been particularly enthusiastic about the many plans which have been offered by many self-appointed saviors of the situation.

A year ago, the American Booksellers Association brought forth a plan borrowed from the book club idea which it was hoped would go some distance along the right path. For various reasons this plan failed. However, it succeeded at least in convincing both bookseller and publisher that there were possibilities of co-operative effort in increasing the sale of books.

At the last convention of the A. B. A., Ellis M. Meyers, secretary of the association, presented a new idea which met with the favor of leading book retailers and publishers. It is this idea which is to be tried out in a newspaper campaign in Cleveland and Pittsburgh.

In each city, four of the leading book stores have joined in the co-operative effort and they are backed by a number of leading publishers. Each advertisement will carry the names of the retailers in bold type as the signature, while the names of the publishers will appear in smaller type after the description of the particular books they publish.

Each advertisement will be illus-

trated in line and will cover, first of all, some phase of the delight of owning and reading books. One, for instance, asks the question, "Where will you find so much enjoyment at so low a cost?" Another carries the headline, "Tonight I shall be a king ruling thousands" and develops the theme of the vicarious adventure which is to be found between the covers of books. This copy occupies nearly half of each advertisement.

The other half is taken up with brief descriptions of certain definite books. These descriptions carry the name, the author, a few words of selling talks, and the publisher. Nine different books are featured in each advertisement.

The cost of the space has been divided into ten parts. Each of the publishers will bear one-tenth of the cost of the whole space, which is \$92 per week for the two cities. The other tenth is subscribed by the co-operating booksellers.

How Results Will Be Checked

The first series of advertisements is experimental in nature and therefore a careful check is to be made on results. Each bookseller has agreed to fill in a questionnaire each week in which he will cover such subjects as whether he has been able to trace any new customers to the advertising, whether he has made new contacts, and the number of sales made on the particular books featured in the advertisements. This information will be collated at the A. B. A. headquarters in an effort to determine, with some degree of definiteness, whether the campaign has been successful. In addition, the booksellers will make a general report on their business to see if there has been other than a normal increase. The publishers also are watching the experiment closely and have agreed to collect data on

the sales of the particular books featured, breaking the sales down according to the cities where the advertisements have appeared. The sponsors of the plan realize that such a campaign is difficult to analyze accurately for results but believe that if the advertisements are successful there will be enough definite indications of that fact to make the study worth while.

This is a new type of experimental effort in the book field and differs in many particulars from efforts in other fields. Therefore the results will be watched for with interest by all believers in co-operative advertising effort.

Aviation Accounts to Kolthoff Agency

Collier's School of Aviation and the Garland School of Aeronautics, both of Tulsa, Okla., and the Swallow Airplane Company, Wichita, Kans., have appointed The Kolthoff Advertising Company, Wichita advertising agency, to direct their advertising accounts. Collier's School and the Garland School will use farm papers, magazines and direct mail while magazines will be used for the Swallow Airplane account.

Advertising Course Begins Twenty-fifth Year

The advertising course, known as the Blanchard course, offered by the 23rd Street Y. M. C. A., New York, is about to start its twenty-fifth year.

The instructor of the class, which meets in evening sessions, is Richard Webster, vice-president of Reimers & Whitehill, Inc., New York.

The opening session will be held on September 17.

Lunsford Richardson Heads Vick Chemical

Lunsford Richardson, formerly first vice-president of the Vick Chemical Company, Greensboro, N. C., has been elected president of the company to succeed his brother, H. Smith Richardson, who was made chairman of the board.

W. Y. Preyer, vice-president, was elected first vice-president, succeeding Lunsford Richardson.

J. G. Fernald Joins New York "Telegram"

James G. Fernald, formerly advertising manager of John Nickerson & Company, and, at one time, advertising promotion manager of the New York *Daily Mirror*, has been appointed sales promotion manager of the New York *Telegram*, to succeed Carlisle N. Greig, resigned.

July Added 3,766 Independent and 813 New Chain Stores

During the month of July, 1929, independent retailers opened a total of 3,766 new stores. New chain branches to the number of 813 also were opened that month with only 21 chain stores being discontinued as against 709 stores closed by independents.

This information is based on a survey directed by the Commercial Service Company, Inc., New York. The report breaks down these statistics into figures which show what changes were effected in twenty-seven retail outlets. New chain branches were most prolific in the department, general variety and dry goods classification with a total of 188. Grocery and meat was second with 186, accessory and oil filling stations, third, with a total of 155, followed by women's furnishings and millinery, 65, drug, 41, men's clothing and furnishings, 40 and shoe stores, 37.

Independents were most active in opening new outlets in the accessory and oil filling station field for which 867 new units were opened while 52 discontinuances were reported. The second largest classification was the restaurant business with 560 new independents and 62 discontinuances; grocery and meat stores being third with 381 new members and 103 discontinuances.

Two More Books from Pens of Agency Men

HANFF-METZGER, INC.
NEW YORK, N. Y.

Editor of PRINTERS' INK:

Your advertising library as published on August 15th is lacking George P. Metzger's book, "Copy," which we are sending you under separate cover.

P. J. BARETTI.

[Editorial Note: Another addition to the list is "Selling and Buying Advertising Space," by A. J. Slomanson.]

Death of Clinton Elliott

Clinton Elliott, president of the Eastern Advertising Company and a director of the Street Railways Advertising Company, died recently at Thompson, Conn. He was sixty-three years of age. Mr. Elliott had been engaged in car-card advertising work for thirty-five years, having been associated with Barron G. Collier in the development of the Street Railways Advertising Company.

A. B. Johns with E. F. Ripley

A. B. Johns, for the last four and a half years with the United States Department of Agriculture as administrative inspector and chemist, has joined the staff of Edwin F. Ripley, publishers' representative, New York.

Appoints Fitzgerald Agency

McPhail's Chocolates, Inc., Jacksonville, Fla., maker of Russell McPhail Chocolates, has appointed the Fitzgerald Advertising Agency, Inc., New Orleans, to direct its advertising account.

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Advertisements inserted in a journal in which its readers have entire confidence will surely produce the best results, provided those readers have plenty of money with which to satisfy their wants.

People in good old

York County Pennsylvania

are uniformly, unusually prosperous and they do have extraordinary confidence in

THE YORK, PA. GAZETTE AND DAILY

which covers the whole trading territory completely and intensively.

We urge you to investigate.

HOWLAND & HOWLAND

National Representatives

NEW YORK

393 Seventh Ave.

CHICAGO

360 N. Michigan Ave.

Selling Glass by Selling Insurance

How a Manufacturer Is Getting His Dealers to Underwrite His Sales

By Lyman Anson

A GOOD many manufacturers would like to hit on some merchandising policy that would permit them to budget their production ahead. And if, at the same time, they could be sure of "cash in advance" for goods sold, it would seem as though the business millennium were just around the corner.

And yet Thoma & Son have developed a successful sales plan that accomplishes both these objects. This manufacturer is selling *insurance* as a medium through which to insure the sale of glass.

A few years ago when you slammed your car door too hard and shattered the glass the garage or repair shop would "farm out" the pesky job to some glass dealer. This dealer would produce a pane through such "yard stick" measuring methods as he happened to use. Maybe the glass would fit. More likely it would either rattle or bind. Most certainly it would fail to give the satisfaction that came with the original piece. Then there was the aggravating delay, not to mention a price that invariably seemed high to the car owner.

You probably thought how convenient it would be if your own car dealer carried duplicate glass parts, cut and ground accurately from factory blueprints, so that he could fix you up and have you on your way in a few minutes.

That, briefly, was the problem which Thoma & Son started to solve some five years ago. Originally in the paint and glass business, this company later specialized in glass automobile accessories—visors, wind shields and the like. They were impressed with the need of some such glass replacement service as most of us have thought of in times past.

As a beginning, they started to gather statistics along two general lines: In the first place, they wanted to determine how much glass breakage might be relied on

in the course of a year. They discovered, for example, that one out of three cars breaks one or more panes of glass every year. Also, that 65 per cent of all glass breakage is due to the slamming of car doors. This is typical of the vital bits of information obtained.

The other part of the research consisted in accumulating the precise shape and dimension of each glass part of every American built car in all models back as far as 1916. At first they had to take measurements of the glass parts themselves. But gradually the soundness of the plan won the cooperation of car and body builders. Today, almost without exception, they forward their latest glass measurements and blueprints, thereby keeping the records of Thoma & Son strictly up to date.

These figures, statistics and patterns, tabulated and classified for instant use, form the backbone of the "Thoma Plan."

The company considered several ordinary methods of distribution—only to discard them, one after the other.

The Answer—Insurance

One day C. I. Thoma hit upon what proved to be the solution. "What we want to do," he thought, "is to underwrite the sale of our glass parts. Insure their sale, in fact. Then why not put the thing on a real insurance basis? Why not sell glass replacement insurance primarily? Sell it to car dealers and distributors, and let them include the policy in the price at which they market their cars. Dealers could make money handling Thoma policies as regular car accessories. We'd furnish them with a stock of accurately ground glass parts suited to the car they sold. Then, whenever one of their customers broke a glass, he'd come to his dealer for the replacement. And, by keeping this dealer supplied with our glass

Amarillo

Wheat Production Capital Of The Southwest



45,000,000
Bushels



22,000,000
Bushels



11,000,000
Bushels



1,750,000 acres of golden grain have replaced virgin grazing land in Northwest Texas. The 1927 yield doubled in 1928, and then double again this year—45,000,000 bushels sold at more than \$1.00 average, a most profitable price in this cheap-land, combine-harvest region.

Nowhere else in America have farmers secured such big returns on their labor and investment—numerous farms have paid for themselves completely this year! Business conditions are exceedingly good.

If ever there was a profitable advertising opportunity for the manufacturer intent on starting or increasing retail sales, it is in this market, with its one undisputed capital, Amarillo, and its one big advertising medium, the—

Amarillo News - Globe

Morning—Evening—Sunday

National Representatives—TEXAS DAILY PRESS LEAGUE

New York	Chicago	Kansas City	Dallas
Los Angeles	Seattle	Atlanta	St. Louis
			San Francisco

*What
The Inland Printer
says today will
be the common
thought of the
entire industry
tomorrow . . . such
leadership affords
an ideal back-
ground for your
sales message.....*

The Inland Printer



330 S. Wells St., Chicago, Ill.

New York Office: One East 42nd Street



parts, we could be sure of a steady output—all paid for by our car dealers in advance. Furthermore, the number of policies we sold would tell us pretty definitely what our glass demands were going to be because we know that one in every three cars breaks one or more glass parts a year."

But one of the first difficulties encountered was the fact that they were in no position as yet to sell their new replacement policies as actual insurance. They would have to be an insurance company to do that. But there was nothing to prevent their selling glass replacement certificates to dealers. And this is the form in which the "Thoma Plan" was first launched.

As it grew in popularity the co-operation of the New York Indemnity Company was sought and obtained. Since then the Thoma policy has been issued by this organization as regular insurance, and today it conforms with all of the insurance requirements of every State.

The transformation of Thoma certificates into genuine insurance policies immediately opened up a vast new source of distribution—insurance agents. Just as the car dealer is the logical man to sell policies to the buyers of new cars, so the insurance agent handles those already owning automobiles.

A steady expansion of the plan has resulted from this two-way source of distribution. New dealers and new insurance agents are being added every day through the efforts of some fifty Thoma field representatives.

Newspaper and magazine advertising is used by the company to secure inquiries, all of which are referred to the nearest local Thoma agencies for action. Cuts and advertising copy are also furnished free to dealers and insurance agents by the company for local advertising. At the same time they are furnished a large assortment of booklets, window display material and the like.

The car dealer finds in this Thoma Plan a new source of profit. There wasn't much money for him in replacing broken glass the old way. Just the nominal



Include These Services

- 1 Experienced Showmanship.**
- 2 Wealth of Exclusive Talent.**
- 3 Complete Musical Library.**
- 4 Program Staff of Musical Experts, Continuity Writers, Program Supervisors, Technical Experts and Announcers.**

The purpose of our organization is to assist you agency men in utilizing the broadcast medium for your clients.

**JUDSON
RADIO PROGRAM
CORPORATION**
Steinway Building
NEW YORK CITY
CHICAGO OFFICE
Tribune Tower
Chicago, Ill.

Good Copy

When good copy
has described a
fine product the
reader does not
ask "What is it?"

His question is
much more
likely to be "Can
I get it for my-
self?"

**HAWLEY
ADVERTISING
COMPANY**
Inc.

**95 MADISON AVE.
NEW YORK CITY**

discount allowed him by the glass shop to which he sent the job. But today every dealer who is a licensed Thoma service station makes his own glass replacements and retains all the profit both from the sale of the glass and from his commission on the policy itself. Then, too, the convenience he can offer his customers is worth money in his pocket, not to mention their satisfaction over a new glass that is sure to fit right.

And, aside from actual glass replacement, he has a new accessory to sell along with each car; at an attractive price and with an excellent profit.

"Most of our dealers," says C. I. Thoma, "sell our glass replacement insurance policy as an attractive accessory that should go with each new car. Many more include it also as standard equipment on used cars.

"Such a policy costs the car owner only \$4 or \$5, depending upon whether his car is a coupe or sedan. For open cars the cost is less. As you know, the modern tendency is to include accessories in the selling price of a car. Consequently the dealer has little trouble in adding our policy to the other accessories that his customer purchases with the car. It's an easy sale.

Dealer Doubles His Profit

"And he makes a double profit. We allow him 25 per cent on the sale of the policy in the first place, to which we add a liberal compensation for each replacement. This last item alone is figured to meet or exceed the average profit he would have made in the old way.

"Our records show that an authorized Thoma dealer who sells 300 cars a year makes a profit of \$600 on his year's work through his connection with us.

"In order to service our dealers at minimum expense to them, we have prepared a complete parts list for each make of motor car in the United States. And a big job that was, when you realize that the list of glass parts for all models of any one car, from 1916 to date, comprises literally hundreds of patterns. But the work was worth

Sir Arthur Duckham, K.C.B., commends "PUNCH"

SPEAKING AT THE ANNUAL GENERAL MEETING LUNCHEON OF THE INCORPORATED SOCIETY OF BRITISH ADVERTISERS, SIR ARTHUR SAID:

"Every Sunday morning I look at two periodicals with my daughter. They are 'Punch' and the 'Saturday Evening Post.' We look through them as the most wonderful series of advertisements that our publicity of to-day affords. There is a great deal of humanity and a great deal of thought in these advertisements. I try and make use of these advertising pages for advertising the products of the firm with which I am associated."

The testimony of Sir Arthur Duckham goes to the heart of "Punch's" extraordinary value as an advertising medium. It confirms once more that the public—both men and women—studies every page of "Punch," finds interest in every page of "Punch," and extends, even to the smallest advertising space, the same respect that it feels for "Punch" itself.

MARION JEAN LYON, Advertisement Manager, 80 Fleet Street, London, England.

NOW—Checkable returns from "Spot" Broadcasting Broadway Talent —at Only Station-Time Cost

PIONEER solves Radio Advertisers' most vexing problems: (1) PIONEER makes it possible for the first time to release Broadway's favorite entertainers on the air any day, at any hour, from any Station or number of Stations; (2) you pay for the talent but once, yet thereafter you may broadcast your Broadway features whenever and wherever you please at only Station-Time cost and the small price of duplicates of the Master Record of your program. (3) PIONEER permits exact "spot" broadcasting where your distribution justifies—and thereby renders returns positively checkable.

Remember, PIONEER Programs are NOT "canned" programs. Ted Nelson, himself, assembles the talent of your own choice, expertly constructs the program exclusively for you, produces it perfectly, records it faultlessly on a Master Record, and transcribes it for your approval. When you O. K. a PIONEER Program, you are guaranteed every Station-broadcast will be the same perfect performance. Reception of PIONEER discs is identical with "broadcasting in the flesh."

Investigate how the PIONEER Plan makes Radio Advertising PAY. Learn the facts—see the proofs—hear a demonstration. No obligation, of course. Just wire or phone.

Usual
Advertising
Agency
Commission

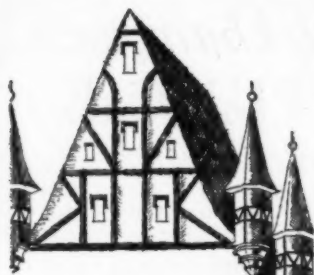
T. M. NELSON, President
PIONEER BROADCAST SERVICE
Incorporated

1841 Broadway

New York City

Phone: Columbus 1981





ART SERVICE YES! NO!



20 Conscientious
Specialists interested
in your problems of
Art Work



Together making a
SERVICE at
18 East 48th Street
Wickersham 2277

KONOR PETERS INC

the effort, for we can stock a dealer with a properly balanced amount of glass parts at an average outlay to him of only \$100.

"This same 300 car dealer will sell another 300 cars the second year. So that, besides another profit of \$600, he can count on a good percentage of renewals from buyers of the previous year. Experience proves that about 70 per cent will renew. Even with substantial reductions in order to play safe, his Thoma earnings that second year will be around \$1,000. In other words, his profits are cumulative from year to year, without increasing his investment in glass stock."

Still another point of appeal to the dealer is the absence of red tape in remitting to the company to cover the premiums of the policies that he sells. It's all done through coupons rather than by writing a check each time. Thoma & Son sell books containing coupons of various denominations. In the larger books, such as are used by dealers of average size, these coupons have a total face value of \$50. The dealer pays cash for them, less a 5 per cent discount—which 5 per cent is part of the 25 per cent profit that he ultimately earns from the sales of policies. In remitting the premium for a policy sold, he mails coupons for 80 per cent of the premium paid by the car owner. The other 20 per cent is his commission.

Nor is there any red tape connected with the glass replacements themselves. One of his own shop men slips the glass into place in a few minutes. Then the dealer mails a "Proof of Breakage," signed by the customer, to Thoma & Son. In return he receives immediately a double voucher. One reimburses him for his labor and glass profits (\$2.50); the other for the cost of the glass.

That's the "Thoma Plan" from the dealer's standpoint. But why does it appeal to the insurance man? It gives him a new type of policy to sell that is sure to prove attractive to a good many owners of cars already in service. Some of them may be carrying other policies of his, so that the contact

What's wrong with the BARBER SHOPS ?

Of course, we have "barber shop circulation".

We admit it. We boast of it. And why not?

What is barber shop circulation, anyway?

It is the group of men who are willing to pay for the pleasure of being well-groomed; who value the luxury of relaxation under the deft hands of an expert; whose comfort is worth money they are glad to pay.

The owner of New York's latest sensation in exclusive barber shops tells us LIFE is first choice among his patrons—patrons who seldom leave his shop without paying a check that runs into money.

Even if LIFE had no other circulation—if distinguished clubs did not all subscribe—if whole families from Pasadena to Palm Beach hadn't enjoyed LIFE's sound sense and lively humor for decades—if LIFE wasn't passed on to colleges where each copy is well worn out in dormitory and frat house . . . Even without such circulation as this, the Barber Shop Circulation alone would be an excellent investment for the "Enjoyment of Living" advertiser.

LIFE



The Designing and Specifying Group

The first of the 3—designing, installing and operating—that form the heating, piping and air conditioning market.

WHEN a heating, piping or air conditioning installation is being contemplated for the larger or industrial types of construction, the usual procedure is to call in a competent engineer, tell him of the conditions that must be met and commission him to design a system that will do the job.

He is a member of that first group—the designing group—of the 3 Groups that form the heating, piping and air conditioning market. He designs what the contractor, the second group, installs and what the engineer in industrial plants, institutions or buildings, the third group, operates.

He is the first influence on the purchase of heating, piping or air conditioning equipment. His plans with their specifications are turned over to the contractor for following out in the work of installation.

Because of his constant necessity for technical data and engineering information, the consulting engineer is a reader of **HEATING, PIPING and AIR CONDITIONING**—the one journal which concentrates on the points of common interest to all 3 Groups.

The manufacturer of heating, piping and air conditioning equipment *needs* this paper to get his product properly before every member of this important market.

Heating·Piping and Air Conditioning

1900 Prairie Avenue - - - Chicago, Ill.

has already been made. In other cases the Thoma policy offers an opening wedge for the sale of other motor car insurance.

Again, he receives the largest commission that it is possible for him to make on any sort of motor car coverage—25 per cent.

Lastly, the insurance man need handle no claims that arise. That part of it is taken care of by the Thoma service station that replaces the broken glass.

With approximately 8,000 of these service stations distributed throughout the country, the plan has grown to nationwide proportions. The more universal the service, the easier it is becoming for Thoma & Son to extend it still farther into the smallest towns of every State.

Naturally cases arise in which the motorist breaks a glass in a town where no authorized Thoma service station has yet been established.

But to meet just such cases, his policy instructs him to wire the factory collect, and provisions for replacement in that town will be made instantly by wire, all without expense or unnecessary delay.

This is an emergency measure that is being used less and less because the number of authorized service stations is increasing to the tune of about 150 new dealers a week.

The Thoma Plan may be summed up as follows:

A manufacturer is enjoying the unique experience of having his sales not only *underwritten* but even *financed* by those who buy his product.

VENABLE-BROWN COMPANY
CINCINNATI, AUG. 27, 1929

Editor of PRINTERS' INK:

My attention has just been called to the account of my father's death in your issue of August 22, page 101.

The notice is correct in every particular except in one very important one, that is the statement which reads as follows:

"Mr. Brown also had an interest in the Procter & Collier Company, Inc., Cincinnati advertising agency."

I would appreciate it very much indeed if you would correct this in your next issue, merely to the effect that my father, Harry Whiting Brown, did not at any time have a financial interest in the Procter & Collier Company.

BRUCE W. BROWN.



Speaking of Puddings....

Maybe it's old, but that saying about the "proof of the pudding" is still convincingly true. We realize that when we claim to make the best letterheads in the world, we're inviting challenges from the skeptical-minded. *We want to be challenged!* Glad of the opportunity to prove everything we claim!

All you need to do is write "Prove it!" on your own letterhead, and mail it to us. We'll send you proofs in the form of a most interesting collection of letterheads which we've created for our customers.

This portfolio is sent **FREE**, and without obligation. Request it today.

MONROE LETTERHEAD CORPORATION

1010 Green Ave. 167 N. Union St.
Huntsville, Ala. Akron, Ohio

The Atlanta Journal

Atlanta, Ga.

Bobby Jones, at Pebble Beach, has O. B. Keeler, of The Journal, in his train.

Keeler, for The Journal, covers every golf tournament in which Bobby plays.

As usual, Keeler is the only Atlanta newspaper man on the spot.

*The Journal Covers
Dixie Like the Dew*

Printing Salesmen!

WE want several above-the-average PRINTING SALESMEN who have established themselves with live contacts and who now have an active and high-class clientele.

.....

We are one of the foremost letter shops in the country, doing only the highest type of work for the better class of accounts. We want experienced high-grade salesmen to represent us in contacting their own accounts for multigraphing, addressing and mailing requirements after they have taken care of their printing needs.

.....

This is a splendid opportunity to materially increase one's income. Keen, aggressive and intelligent men who know their business thoroughly will appreciate this exceptional opportunity. Apply at once.

Address

"A," Box 292, Printers' Ink.

Obsolete, Obsolescent or Just Old-Fashioned?

PAUL TEAS, INCORPORATED
CLEVELAND, OHIO

Editor of PRINTERS' INK:

At various times editorial articles in PRINTERS' INK have referred to the increasing number of instances in which one group of products is being used to replace other groups.

For example: pressed metal to replace metal castings and also to replace wooden articles; electric refrigeration to replace natural and manufactured ice, and gas refrigeration competing with electric refrigeration, etc.

I am making an effort to supplement a list of my own with those suggested by others which might not occur to me, and I wonder if you will favor me with a list of as many such examples as you may have at hand.

PAUL TEAS,
President.

IN an age when inventive genius flowers with all the vigor shown by literary genius in the Elizabethan period, it is not at all difficult to prepare a list of products which are threatened with destruction because of new inventions designed to replace them. It is an interesting fact, however, that even in the United States, where every citizen is supposed to grasp at new inventions with the eagerness of a gangster grasping an alibi, there are few obsolete products.

The electric refrigerator has made serious inroads into the market for the older type of refrigerators, but there is still plenty of opportunity for selling the latter product. The automobile hasn't done away with the horse, nor has the airplane done away with the automobile. The bus threatens the trolley car and yet during the last few years we have witnessed a rejuvenescence of the traction line. Radio hurt the phonograph but there are still millions of records sold. Oil heat has not yet replaced coal, nor has the electric light done away with the lamp chimney. We might go on at length multiplying examples.

It is difficult to analyze the reasons why so many products which should be dead and buried show such a surprising vitality but the



Frank W. McGuirk



John A. Samborn

We are pleased to
announce the
appointment of

Frank W. McGuirk

and

John A. Samborn

to the advertising
staff of our
New York Office

Growing Business Demands More Good Men

PEOPLE'S POPULAR
Monthly

DES MOINES, IOWA

Circulation 1,325,000 net paid—Guaranteed

The Atlanta Journal

Atlanta, Ga.

Friday, August 30th, smashed every record of advertising carried by The Atlanta Journal in an August daily issue.

79,898 Lines

In a 48-page paper show how good Atlanta business is now.

*Advertising in The
Journal Sells the Goods*

A Trained and Seasoned SALES WRITER

desires position with large corporation or agency which needs a distinctive and comprehensive copy service requiring special study, careful research, genuine creative facility and wide contact experience.

He is a college graduate, who now has charge of direct mail for a national advertiser, the largest in its field.

During ten years of business life he has served as a college lecturer, as a reporter for New York and Philadelphia dailies, as associate editor of a leading business monthly and as editor and writer for an outstanding corporation.

He can write books on business subjects, articles for national magazines or any form of sales literature. Best references. Samples available. Salary \$7,500.

Address "L," Box 150
Printers' Ink

fact remains that they do. This is a comforting fact to the maker of so-called obsolete products. Advertising, of course, has done its part in keeping these products alive just as it has done its part in winning acceptance for the latest fruits of invention.

PRINTERS' INK has published a number of articles dealing with this subject and a list of these articles will be furnished to interested readers. — [Ed. PRINTERS' INK.]

International Magazine Company Appoints A. H. Onthank

A. Heath Onthank has been appointed Western manager, with headquarters at Chicago, of the marketing division of the International Magazine Company, according to an announcement from F. K. Anderson, director of marketing. Mr. Onthank was Chief of the Domestic Commerce Division of the Department of Commerce during President Hoover's administration as Secretary of Commerce. More recently Mr. Onthank has been with George Harrison Phelps, Inc., Detroit advertising agency, as director of marketing.

Oakland Motor Appointments

W. B. Sawyer, formerly Eastern sales manager of the Oakland Motor Car Company, Pontiac, Mich., and W. E. Fellows, formerly advertising manager, have been appointed assistant general sales managers. Hugh Higginbottom, formerly assistant to W. R. Tracy, vice-president in charge of sales, will succeed Mr. Sawyer as Eastern sales manager and H. E. Mahaffey, former Chicago regional manager, has been appointed Western sales manager.

C. S. McElwain, formerly assistant advertising manager, has been appointed acting advertising manager.

To Become Fishler, Farnsworth & Company, Inc.

Frank W. Farnsworth and Leon Kelley, formerly of Farnsworth & Brown, Inc., New York advertising agency, have joined Bennett H. Fishler, Inc., advertising agency, of that city, which will hereafter be known as Fishler, Farnsworth & Company, Inc., which will occupy the former offices of Farnsworth & Brown, Inc., at New York. The corporation of Farnsworth & Brown, Inc., is being dissolved.

Appoints Bellamy-Neff

De Paul University, Chicago, has placed its advertising account with the Bellamy-Neff Company, advertising agency of that city. Newspapers and magazines will be used.

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Where Milk Checks Come In Every Month

MONEY comes in every month to farmers in Southern Planter Land. For this is the southernmost end of the dairy country that starts in New England and ends in the western Carolinas.

Here a cheese factory is being established—there a plant that condenses milk—over yonder a creamery. Into these plants come the milk or butter-fat and every month there is a pay-day on the farm. Cheese production in Virginia jumped five hundred and sixty-two per cent in 1928.

When any section has a wide diversity of crops, plus a highly profitable dairy industry such as exists in Southern Planter Land, they are little affected by price fluctuations on any one crop. Often a ten per cent reduction in the price of one crop will not mean one-tenth of one per cent reduction in annual income.

In more than 210,000 of these homes, the Southern Planter is a welcome visitor. It has more than reader interest. It possesses real reader friendship. **THE SOUTHERN PLANTER**, Richmond, Va., Established 1840. Riddle & Young Co., Special Representatives, Chicago, New York, Kansas City, Atlanta.



Va-Max-Car-Home of the Southern Planter

Can You or Can You Not Win a Greater Share of the rich, responsive oil industry market?

*The OIL WEEKLY will tell you
without cost or obligation*

Unless a man has made a special study of the subject, he has no idea of the amazing volume and variety of goods bought each year by the oil industry.

Here is one of the nation's most important industries. An industry which produces more than $2\frac{1}{2}$ MILLION barrels of crude oil each day; which refines, transports and markets in excess of $2\frac{1}{2}$ BILLION dollars' worth of products every year; which keeps 23 million motor cars in motion, turns desert wastes into thriving cities—and is ever willing to investigate and adopt improved methods, materials and equipment.

Can your product be sold

in this rich and responsive market? Or if you already enjoy some sale, can it be increased? These are questions agency men and sales managers have a right to ask. The Gulf Publishing Company offers to answer them. Backed by years of close association with the industry, and speaking with the authority of a company which through its publications reaches more oil men than any other company in the world, these reports may be depended upon to be accurate and helpful and comprehensive. In asking for an analysis of your possibilities in the oil industry, please describe fully the product you feel may have a market here. No cost or obligation is entailed.

GULF PUBLISHING COMPANY
3301 Buffalo Drive, Houston, Texas

*Publisher of The Refiner,
The Petroleum Marketer and*

THE OIL WEEKLY

(The Oil Weekly reaches more men engaged in oil production than any other paper. Undivided editorial appeal—100% reader interest)

There Is No "Modern" Method of Merchandising

PRESENT-DAY methods of retailing are up for examination at a Conference on Retail Distribution which is being held this week at Boston. Those participating in the discussions are economists, research directors, independent retailers, chain-store heads and editors of business papers, who have been invited to talk under the auspices of the Retail Trade Board of the Boston Chamber of Commerce in co-operation with Chambers of Commerce of six New England cities and the faculties of three New England colleges.

In taking up for consideration what might generally be termed "modern" methods of distribution, the conference was advised to proceed slowly because, in the opinion of O. H. Cheney, vice-president of the Irving Trust Company, New York, no method can truly be called modern. "Surely," conceded Mr. Cheney, "the world is full of new merchandising methods. When I say there is no modern method I am not depreciating the importance or the value of these developments. Either these methods are simply old methods dressed up or else they are new variations which do not affect old principles one way or the other."

It is one of the confusions of modern business, he said, that there is readiness to accept any new merchandising development as the modern method of distribution, as the panacea for all distribution troubles. "It is some new scheme which is usually meant by the phrase 'modern method,'" Mr. Cheney explained, "some new machinery. So much attention has been paid to the new schemes, so much hope and fear and anger have been expended on them, that we have forgotten the distinction between machinery and methods."

This distinction, the conference was told, differentiates the problems of mass production and those of mass distribution. Edison and Ford have come to personify the

new industrial revolution and people look forward to new Edisons and Fords who will come along with something that will revolutionize distribution. Mr. Cheney is of the belief that they are not coming and that business will be lucky if it can get a Burbank who can successfully combine the existing methods so that the result will be an improvement.

Walter Hoving, executive vice-president of R. H. Macy & Company, stressed the necessity for more exact observation and correct thinking in merchandising management by retailers. The outstanding development of the next ten years, as he sees it, will be the selecting of merchandise in a more scientific way. Next in order comes more intelligent study of pricing, a factor which has been neglected. It is needed to know at what price goods should be sold to get maximum volume and maximum profit. Also what prices should be and how many prices a retailer should have in order to serve the community most efficiently.

These are difficult questions to answer, said Mr. Hoving. There is no doubt, in his opinion, that their very difficulty promotes a side-stepping attitude, but they are tremendously important and are now mainly being done by good or bad guesswork.

One of the chief reasons why retailers are not getting anywhere, according to Mr. Hoving, is their inability to choose their buyers properly. He recommends, as a first step to remove this handicap, that there be set up standards of what is required in a buyer so that they would not be hired on the hunches of merchandise managers. Instead, these standards would help to determine the fitness of buyers on their knowledge of design and good taste and the desires of those who constitute their market.

Knowledge of such principles, it was explained, would interpret customers' wants to manufacturers and reduce the waste that is charged to manufacture of the wrong type of merchandise. "In this era of efficiency of operation and economy of large scale of production," Mr. Hoving concluded,

The Atlanta Journal

Atlanta, Ga.

Roger Babson rates Atlanta business

50% Ahead

Of last year.

To no other city does he repute so large a gain.

Advertising in The Journal Sells the Goods

Office Man with Advertising Experience

Nationally known publication needs office executive familiar with national accounts and agency methods, capable of handling advertising department details, and producing direct by mail promotion literature. Excellent opportunity for an energetic man who can prove his fitness for an executive position with a long and well established weekly in Pennsylvania. State age, experience, qualifications, salary expected, etc. Correspondence confidential. Address "W," Box 159, care Printers' Ink.

"we have forgotten to some extent what we are making because we have been immersed in the thought of how to make it. We are not wrong inherently, and it is largely a question of emphasis. It is the job of every merchant to swing the pendulum of emphasis in the direction of what to make and, consequently, what to buy."

Seaver-Brinkman, New Cleveland Advertising Business

The Seaver-Brinkman Company has incorporated at Cleveland as a general advertising business. Carl A. Brinkman, formerly representative of the Manning Studios, Inc., Cleveland, and previously vice-president of The John S. King Company, Inc., also of Cleveland, is president of the new company. Charles H. Seaver, treasurer of the new organization, was with Fuller & Smith for eleven years and for the last year has conducted his own advertising business at that city. F. J. Stastny is secretary of the Seaver-Brinkman Company.

Air Service Appoints R. H. Brooks Agency

The Delta Air Service, Inc., Monroe, La., operating daily air transport passenger and express service between the cities of Birmingham, Ala., Jackson, Miss., Monroe and Shreveport, La., and Dallas, Tex., has appointed the Robert H. Brooks Company, Little Rock, Ark., advertising agency, to direct its advertising account. Newspaper, direct-mail and outdoor advertising will be used.

Joins Cramer-Tobias Agency

Miss Julia English, for the last three years with the advertising department of Marshall Field & Company, Chicago, has joined the Cramer-Tobias Company, New York, producer of booklets.

B. J. Curtin Joins "True Story Magazine"

Bert J. Curtin, formerly associated with the *Red Book Magazine*, and, at one time, with *Good Housekeeping*, has joined the Western advertising staff of *True Story Magazine*. He will cover Southwest territory from the Chicago headquarters.

To Represent "National Farm News" in East

The *National Farm News*, Washington, D. C., has appointed Irving M. Hoffman, Inc., publishers' representative, New York, as its Eastern advertising representative.

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THIS is what
Screenland, an
A. B. C. magazine
client of ours
advertised in
Printers' Ink of
August 22, 1929.

*In Printers' Ink of September 9,
1926, we advertised . . .*

“**7** Road Men and Uncle
Sam's men are con-
stantly talking to our
regiment of 70,000 newsdealers.
We show them how to display
our clients' magazines. We
teach them to sell, not to ped-
dle. By reiteration and repeti-
tion we are making up-and-
coming merchandisers out of
what were once just newsstands.
Result? Increased sales—circula-
tion jumps—more advertising—
more income tax.”

**EASTERN DISTRIBUTING
CORPORATION**
National Distributors of Magazines

*“Effective with the January 1930
issue of Screenland Magazine, the
advertising rate will be \$420.00 per
page.”*

*A sixty per cent increase in news-
stand sales is the reason for the
new rate.”*

and
**Screenland's Newsstand
Sales Were Built by Us**

(Publishers are invited to investigate)

EASTERN DISTRIBUTING CORPORATION

120 West 42nd Street, New York

The Atlanta Journal

Atlanta, Ga.

August brought to The Atlanta Journal the largest total of advertising it ever carried in the 8th month.

This summer pushed ahead of all prior advertising records of The Journal.

Gains averaged over 100,000 lines a month.

*Advertising in The
Journal Sells the Goods*

You've Heard of Him

A man whose name you would recognize as that of one of the most experienced Advertising and Sales-Promotion Managers in the East—especially successful in modern Direct-Mail Methods and production—formerly head of his own nationally recognized General Advertising Agency and, so, also well known in Agency production copy, plans, merchandising work—will consider offers from large Manufacturers desiring better results from their sales-promotion departments—or from Advertising Agencies seeking to put their Direct-Mail merchandising plan and production departments on a more substantially paying basis. Five-figure salary plus bonus arrangement required.

Address "X," Box 100
Printers' Ink

Copy Writers Have Some Sense So Leave Them Alone

THE WHITNEY-GRAHAM COMPANY, INC.
BUFFALO, N. Y., AUG. 29, 1929

Editor of PRINTERS' INK:

I want to congratulate Truman A. DeWeese on his article "Bordering Copy with the Red Roses of Rhetoric," appearing in the June 27 issue. Particularly, his remarks about the blue pencil habit of destroying in one fell blow, copy which has taken hours of thought to produce.

I care not whether the boss be president, manager, sales manager, or what—not—unless he puts his mind through the same exact analysis that his copy writer did, he cannot hope to be in a position to pass on the fundamental merits of the copy which he so often blue pencils.

If I hired a copy writer, I would first make sure that he was capable. Then I would let him handle the job I hired him for, knowing that he could not have become capable unless he understood what he was about. Knowing also, that no man has ever been really capable who did not seek advice when he needed it. Consequently, I would feel that my copy writer would seek my advice and only when he did so, would I consider it essential to give it.

Suggestions, of course, are another matter. My copy writer might present a piece of copy in which I found he had said something which for special reasons was against the policy of the house and which he had no reason to know of. In fact, a number of special things of this nature might crop up from time to time. But it would not necessarily mean that I would have to destroy the style and keynote of that particular copy. All it would require is an explanatory suggestion on my part and my copy writer could remove the objectionable phrase in a manner which would leave the heart of his copy undisturbed.

If more bosses would follow Mr. DeWeese's advice they would get better advertising results and more originality out of the copy writers.

JOHN L. IRDE,
Account Executive.

New Magazine Distributing Company Formed

The General Magazine Distributing Corporation has been formed at New York, offering a distributing service to publishers and independent newsmen. Warren A. Angel, formerly secretary and general manager of the Eastern Distributing Corporation, New York, is president of the new organization.

New Haven "Register" Ap- points W. H. Cullum

Welcome H. Cullum, formerly of the advertising staff of the Baltimore Sun, has been appointed assistant to the publisher of the New Haven Register.

—but what about spending habits?

Most advertisers who seek a so-called
"quality market"—look for "buying
power"—

That's a good first step—

. . . but what about spending habits?

Every year more than *twenty million* read-
ers of THE PLAYGOER, the magazine of
the theatre, prove that their money is in
circulation—prove their desire for the
better things of life—by attending the
finest theatres of spoken drama.

. . . get these facts Mr. Advertiser—

Learn why the largest advertisers have
successfully appealed to this market year
after year.

The information will be gladly sent you
on request, together with a copy of the
magazine, rate card, and other information.



THE NATIONAL ASSOCIATION OF PLAYGOER PUBLISHERS

Eastern Office
S. M. Goldberg, Mgr.
420 Lexington Ave.
New York, N. Y.

EMERY BRUGH
President

Executive Office
134 N. LaSalle St.
Chicago, Ill.



WE may be inspired by Pegasus, but we don't overlook the truck horse. We are interested in pay loads more than in high-flying.

We'll not concern ourselves with pinnacles until foundations are well laid.

This is to those of you who have a hard job ahead for advertising—no dazzling dress parades, no prancing promenades through the picture pages of the public prints, but a definite, individualized program measured to your market and adjusted to your product—advertising conceived primarily in terms of sales building.

From you, we ask only the invitation to present our conception of advertising as a profit producing force in your business.



The HOUSE of HUBBELL, Inc.

HUBBELL BUILDING
CLEVELAND, OHIO

An Advertising Agency



What Chain-Store Buying Means to Advertising

(Continued from page 6)

For chains cannot go on without serving community demands, and advertising must create these demands. Temporary campaigns, fly-by-night products, bombastic claims must give way to a sounder, steadier, more educational type of publicity that will make the consumer say: "That's it, that's what I want," and yet assist in bringing a fair profit to chain systems. In the years to come only the well-advertised products will receive chain store distribution, withstand chain store competition, and create the backbone of the chain store's profits.

Wanted Data on Production Order Forms

WARNER-CLIFTON
ADVERTISING AGENCY
SAN FRANCISCO

Editor of PRINTERS' INK:

I wrote you requesting information on an effective form of production order to be used by an advertising agency, and in your usual efficient way you sent me a very complete set of suggestions.

Samples, suggestions, and articles enclosed in your letter I am confident will give us all the information we need, and a basis on which to develop a production order of our own. We are indebted to you for your courtesy in helping us with this problem.

WARNER-CLIFTON,
A. T. CLIFTON, JR.

Kelley, Spline & Watkins Agency Appointed

The E. T. Browne Drug Company, Inc., New York, has appointed Kelley, Spline & Watkins, Inc., New York advertising agency, to direct the advertising of Palmer's Skin Success products.

The Allison Drug Company, controlling a chain of drug stores in New York, has also appointed the Kelley, Spline & Watkins agency to direct its advertising.

Appoint Philadelphia Agency

Risser & Rabinowitz, Inc., Philadelphia, producer of Paramount Poultry, has appointed the Al Paul Lefton Company, Philadelphia advertising agency, to direct its advertising account. Plans for a fall campaign call for the use of newspaper, outdoor, radio and direct-mail advertising.

**Are you
a successful
printing
salesman
in New York?**

▲ ▲ If you can say "Yes," we are in a position to make you an unusually attractive proposition.

We are situated in mid-town New York. Although we specialize in advertising composition, we also do a large volume of printing.

We are financially well-rated and enjoy an enviable reputation.

Our plant is modern and complete in every detail. The quality of our work is proven by the caliber of our customers.

Drop us a line stating your connections for the past three years.

Your communication will be held in strict confidence. Our organization knows of this ad.

Address
"C" Box 162
Printers' Ink

Have you an opportunity for a trained and seasoned

ART DIRECTOR

capable of taking charge of the entire Production Department if necessary. His experience embraces every phase of modern advertising production on nationally known accounts. He has a sound copy and merchandising sense and is thoroughly appreciative of their influences in his work. His record is one of proved executive as well as craftsmanship ability. Address "D," Box 163, Printers Ink.

Trade Paper Representative

Well-established, successful, growing automotive monthly, enjoying the respect of agencies and carrying a large volume of business requires representative in and around Detroit. The requirements are for a man who knows the ropes, who has the entrée and who can tell a story that has no negatives—in short, for a thoroughly experienced and well-seasoned trade-paper man with a record of real accomplishment behind him. To such a man a rich territory is waiting and compensation will be commensurate with the importance of the job. Address, giving full particulars, to

"Z," Box 161, Care of
Printers' Ink

Long Live the Wholesaler! And He Will

DISTRIBUTION RESEARCH ASSOCIATION
NEW YORK

Editor of PRINTERS' INK:

Would it be possible for you to send me a bibliography of recent publications and articles on the subject of the status of the wholesaler in distribution at the present time? I should like to know of such articles as express authoritative facts and opinions on the subject of the wholesaler in the present distribution situation.

P. A. SCHNEIDER,
Managing Director.

ON several occasions during recent years, the tall hats have been removed from their shelves and dusted off, the black gloves have been mended and the pall bearers have prepared for the funeral of the wholesaler. The wholesaler, however, still lives and displays an unusual vitality. In fact, today he is in potentially as strong a position as he ever has been.

In the first place, the inefficient wholesalers have been pretty well weeded out with the result that the efficient organizations are not suffering so much as formerly from the handicap of competition from the inefficient.

Second, jobbers, have almost revolutionized their standards of business. They are reluctant to carry poor credit risks. They have performed surprising feats in increasing their turnover. They have cut down their stocks and eliminated slow-moving merchandise. In these, and many other ways, they have put a new efficiency in their business methods.

Third, they are working more closely with the retailer. Not so many years ago, the jobber and the dealer were almost antagonists. Today, they realize that only by co-operating with each other can they survive.

Other things which need not be listed here have contributed to the present strong position of the wholesaler. To be sure he is still far from being a dominant factor in the present merchandising set-up, but no longer does he need to

CIRCULATION MORE THAN 65,000 DAILY!

COMING THROUGH WITH FLYING COLORS!

THE AKRON BEACON JOURNAL, the six-day Ohio newspaper that stood **FIRST** in its state and **FOURTH** in the nation in its field for 1928 advertising volume, is glad to announce that it is coming through with flying colors in its 1929 record with

A GAIN OF 1,456,820 LINES FOR THE FIRST SEVEN MONTHS OF 1929!

THE AKRON BEACON JOURNAL, in the same period carried 1,548,170 more lines than its nearest competitor, a seven-day newspaper. Media record figures are used as a basis for the following:

	Beacon Journal Linage—7 Months	Our Lead Over Nearest Competitor
LOCAL	6,984,437	318,524
NATIONAL	1,574,727	729,459
AUTOMOTIVE	721,367	33,985
FINANCIAL	301,720	48,052
CLASSIFIED	1,857,270	294,794
LEGAL	225,334	122,944
CHURCH	77,207	412
	<hr/> 11,742,062	<hr/> 1,548,170

OUR LINAGE RECORD PROVES COVERAGE

AKRON BEACON JOURNAL

STORY, BROOKS & FINLEY, Representatives

New York Los Angeles Philadelphia Chicago San Francisco

Experienced Writer on Technical Subjects

To qualify for this position with a leading service organization you should have: (1) successful experience in business or technical writing; (2) a good personality for contacting executives; and (3) some knowledge of industrial selling problems. Only letters which state in detail education, experience, and present or last salary will be considered. All replies will be held in confidence. If possible, send samples of written work, which will be returned.

Address "M," Box 167
Printers' Ink

WANTED... a copy man

This agency, handling a well-rounded list of diversified accounts, is in a position to offer a seasoned copy and idea man, in the neighborhood of 35 years, a first-rate opportunity for absorbing work and consistent advancement. Salary commensurate with past performance and present ability to produce. A good merchandising background is required and an ability to do some contact work is desirable. Samples and photograph may be addressed direct to

CASEY-LEWIS CO., Inc.

Established 1921

Nashville Trust Building
Nashville, Tenn.

lie awake too long at nights in fear of the specter of total elimination.

The developments in the wholesaler field are of unusual interest and this has been reflected in numerous articles in *PRINTERS' INK* and *PRINTERS' INK MONTHLY*. A list of these articles, covering many phases of the jobber's situation, will be sent to interested readers.—
[Ed. *PRINTERS' INK*.]

D. I. MacDonald Joins Gould Agency

D. I. MacDonald, for the last five years in charge of agency credits in Chicago and the Middle West for the Curtis Publishing Company, has been elected treasurer of the M. P. Gould Company, Inc., New York advertising agency.

Purchases Batchelder & Snyder Company

The Frosted Foods Company, Inc., a subsidiary of the General Foods Corporation, formerly the Postum Company, has purchased a substantial interest in the Batchelder & Snyder Company, Boston, wholesale packing and food distributing.

Bryant Paper Account to Gash Agency

The Bryant Paper Company, Kalamazoo, Mich., manufacturer of finished paper, has placed its advertising account with the Ellis T. Gash Company, Inc., Chicago, advertising agency. Business publications and direct mail will be used.

Day-Fan Electric to Merge with General Motors

The Day-Fan Electric Company, Dayton, Ohio, radio sets, electric fans and motors, is to be merged with the General Motors Corporation, Detroit. The merger becomes effective upon approval by Day-Fan stockholders.

Portland "Telegram" Appoints A. L. Manning

A. L. Manning, formerly with the San Francisco *Bulletin*, and now automobile editor of the Portland *Telegram*, also has been made national advertising manager of the *Telegram*.

W. C. Bennett with Central Hanover Bank & Trust

William C. Bennett, formerly vice-president of Edwin Bird Wilson, Inc., New York advertising agency, has joined the Central Hanover Bank and Trust Company, New York.

Something New in Rotogravure

The Philadelphia Record
offers *No-Penalty Roto*
advertising in a *New*
eight-page section.

Rate: 15 cents a line
above black and white,
r. o. p. This additional
charge covers only actual
extra production cost.

First Issue Sept. 29

PHILADELPHIA RECORD

Member A. B. C.

Story, Brooks & Finley, Representatives

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING CO., INC.
 Publishers.

OFFICE: 183 MADISON AVENUE, NEW YORK
CITY. TELEPHONE: ASHLAND 6500. President
 and Secretary, J. I. ROMER. Vice-President,
 R. W. LAWRENCE. Treasurer, DAVID MARCUS.
 Sales Manager, DOUGLAS TAYLOR.

Chicago Office: 231 South La Salle Street,
 GOVE COMPTON, Manager.

Atlanta Office: 87 Walton Street,
 GEO. M. KOHN, Manager.

St. Louis Office: 915 Olive Street,
 A. D. MCKINNEY, Manager.

San Francisco Office: 564 Market Street,
 M. C. MOGENSEN, Manager.

Issued Thursdays. Three dollars a year, \$1.50
 for six months. Ten cents a copy. Foreign
 postage, \$2.00 per year, Canadian, \$1.00.

Advertising rates: Page, \$135; half page, \$67.50;
 quarter page, \$33.75; one-inch minimum, \$10.50;
 Classified, 75 cents a line, minimum order \$3.75.

JOHN IRVING ROMER, Editor
ROBERT W. PALMER, Managing Editor
ROY DICKINSON, Associate Editor
BERNARD A. GRIMES, News Editor

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A. H. Deute, Special Contributor

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 Frederic Read
 Philip H. Erbes, Jr.

London: Thomas Russell

NEW YORK, SEPTEMBER 5, 1929

Dealer Co-operation —The New Phase

One does not have to go back very many years in the history of manufacturer-dealer co-operative relationship to find the time when this relationship consisted largely of furnishing mats and electros to retailers with the vague hope that they would be used. Since that time, however, developments have been rapid, until today there are plans to help the dealer in almost every form of merchandising procedure.

It would be surprising as well as discouraging to get up a statistical table showing how many co-operative plans have gone on the rocks, utter failures. Any discouragement, however, could well be tintured with optimism since the plans which have failed have taught definite lessons which are now be-

ing applied in co-operative help.

Perhaps the greatest lesson learned is that if a co-operative relationship is to be worth anything it must be based on a true understanding of what co-operation means. So many plans have been built around a kind of know-all paternalism which repelled the dealer because it made him feel that the manufacturer was telling him that he knew nothing about his business. Also, many of these paternalistic plans demonstrated such an arrant selfishness on the part of the manufacturer and such an obvious ignorance of what goes on in the retail store that no wise or self-respecting dealer would have anything to do with them.

Therefore, we are passing into a new and sounder phase of co-operative relationship. The manufacturer says quite frankly to the dealer: "I'll help you, provided you satisfy two conditions. First, you must show a sincere desire to be helped. Second, you must demonstrate a willingness to hold up your end of the deal."

The wise retailer replies: "I shall appreciate your help but you must offer me the type of help which is not aimed entirely at a selfish pushing of your products and consequent loss of sales on other products. Also you must convince me that you have made a careful study of today's retail conditions so that your plan will solve the most pressing of my problems."

On this basis fewer dealers use co-operative plans and fewer manufacturers present this kind of plans. This, in itself, is excellent. Further, the plans that are being presented are sounder and are getting results.

Plans such as those now being offered by R. C. A., Holeproof, the various divisions of General Electric and other leaders shy away from the paternalistic attitude and tend toward the idea of true co-operation. It is to be hoped that other advertisers will study the plans of the leaders and profit by their studies to the end that one of the more irritating merchandising wastes will be cut down radically if not entirely eliminated.

Rapid Merchandising Changes

PRINTERS' INK has reported the petition filed by Armour and Swift to set aside the decree entered in 1920 which prevents these packers, and two others, from engaging in the operation of retail meat markets or in the distribution of a general line of food products. Those interested in merchandising will find in this legal move verification of a thought which undoubtedly has been growing on them of late and that is the rapidity with which merchandising changes occur.

Beyond doubt, when Armour and Swift consented to abide by the marketing restrictions imposed upon them by the court, they did so because it was felt that these limitations would not become burdensome. Unfortunately for these companies, however, they reckoned without their host—in this case, the chain stores. The decree was entered in 1920. The chains were fairly large then. But during the intervening nine years they have grown at such an astonishing pace that, according to the packers, they have reached a point where they threaten the future existence of Armour and Swift.

Nine years ago, Armour and Swift were not worried about chain stores. Today, the A. & P. stores alone are rolling up a sales total which will probably exceed \$1,000,000,000 for the year 1929. Several thousand of the A. & P. stores now have meat markets. Within a few years, thousands more will have meat markets. Another grocery chain—Kroger—has its own packing plant, in addition to operating retail markets.

These are all developments that even such far-sighted organizations as Armour and Swift could not foresee so short a while ago as 1920. Today, they represent merchandising problems that have Armour and Swift distinctly worried.

Six years before the so-called "packers' consent decree" was entered—in 1914, to be exact—PRINTERS' INK published a series of fourteen articles on the chain-store situation at that time and its future potentialities. This series repre-

sented the first comprehensive covering of what has since proved to be the outstanding merchandising development of the last two decades.

When these articles appeared, the chain stores were truly in their infancy. Exactly fifteen years later, they threaten the supremacy of two packing houses whose resources run into hundreds of millions. With such rapidity do merchandising changes occur! This is a fast moving world, indeed, and no part of it moves faster than the merchandising hemisphere.

To Chicago: Remember the Sesqui

The people of Chicago are planning a World's Fair for 1933 which they declare will far surpass anything of the kind ever before witnessed on this terrestrial ball. Doubtless they are right; Chicago is accustomed to doing big things in a big way. A goodly number of millions (only a start, we are told) have been raised and tucked away in the banks for preliminary financing purposes. Lacking a central location sufficiently large to stage their big show, the promoters are going to build a string of islands out in the lake where there will be no competition and no interference.

Even at this early date the big town is almost as much excited over the forthcoming event as over the prospects of Mr. Wrigley's Cubs winning this year's National League pennant—which is saying a great deal. Civic improvements are being rushed, streets are being widened, the lake front beautification plan is rapidly approaching its climax. Pressure is being put upon the railroads to build new terminals. Financiers, educators and clergy, ordinary mine-run citizens and even politicians seem to be united solidly behind the great project.

If present plans mature, there will be produced a piece of merchandise, figuratively speaking, which Chicago can invite the whole world to come and see.

Under these circumstances, then, it is a bit singular that up to now advertising has had and is having

no part in the picture. There is, of course, the inevitable publicity committee; and this, under the chairmanship of Homer J. Buckley, was one of the very first organized. We asked Mr. Buckley whether the plans contemplated the use of paid advertising, and he said no, but added that some might possibly be done "later on."

We trust that Mr. Buckley's "later on" will not be too long deferred. An advertising program, wisely conceived and ambitiously executed, would do wonders in the way of laying a foundation of widespread "consumer acceptance" for the Fair; and it should be started reasonably soon.

Newspapers and other publications will naturally be generous in the space they give to the unpaid publicity material; they will handle it as a matter of news if nothing else. But they did the same thing for the late lamented Sesqui Centennial International Exposition at Philadelphia.

If we may be permitted to offer a word of friendly counsel to the Chicago Fair officials, we should like to say this:

Remember the Sesqui.

The Open Door Policy

When manufacturers talk about their experiences, they contribute to a common pool of knowledge. If no one makes contributions, there is nothing to withdraw. The fund of information never can be so great that the smallest contribution may not add to it.

The situation is summed up in a statement to **PRINTERS' INK** by K. F. Lingo, secretary of G. F. Heublein & Bro., distributors of Al Sauce. "In this stage of business," he writes, "where we are traveling along at such a fast clip, I am firm in my belief that the individual does not have time to gather all of his information from personal experience. Rather he must rely to a certain extent on the experiences of others. Certainly, there is no better way to gain the experiences of others than through sound articles that may appear in such publications as your own."

Mr. Lingo does not pretend to

take without giving, so he practices what he preaches. No Chinese Wall for him; he maintains an open door policy, knowing that whatever information walks out is offset by that which walks in.

Pajamas on Fifth Avenue

It takes shrewd guessing, rather often, to distinguish between a fashion and a fad. And it takes calm judgment, even rather more often, to refrain from yelling, "Fire!" at the first wisp of smoke.

When the stockingless idea began to make its bare-legged appearance here and there in America, certain of the stocking-manufacturing interests thought it wise to point with alarm and to rouse the neighborhoods with propaganda. Here and there, perhaps, the idea did seem to threaten hosiery sales. But the bald truth is that at least some versions of the antidotal advertising sounded a bit foolish—the more foolish in the light of some of the results. For instance, a retail store in Kansas City, asked to report on the effect of the anti-bare-leg advertising in that community, reported, substantially, as follows:

"No, we can't say that the advertising seemed to help stocking sales. As a matter of fact, few women in Kansas City seemed to take the bare-leg idea very seriously—until the opposing propaganda began to appear."

And now we have pajamas—pajamas worn by men, worn on the public streets. You see them, occasionally, even on Fifth Avenue. And the wearers thereof look—well, they look like men who would wear pajamas on Fifth Avenue.

To date, however—and we offer the observation with the caution that the situation seems to warrant—to date, however, we see no symptoms of an outbreak of either anti-pajama or pro-pajama hysteria. The clothing manufacturers remain calm. Thus far they have refrained from dignifying a stunt by treating it seriously—or by ridiculing it; and the pajama producers, on their part, seem to continue to regard pajamas as something to be worn, except in case of fire, in bed.

Newell-Emmett Company

Incorporated

Advertising • Merchandising Counsel

40 EAST 34TH STREET

New York

AN ADVERTISING
AGENCY FOUNDED
ON THE IDEA OF
RENDERING SUPER-
LATIVE SERVICE TO
A SMALL NUMBER
OF ADVERTISERS

CLIENTS

Liggett & Myers Tobacco Co.

Western Electric Co.

Snider Packing Corporation

Loose-Wiles Biscuit Co.

Graybar Electric Company

Association of American Soap
and Glycerine Producers

"NOT HOW MUCH, BUT HOW WELL"

Advertising Club News

Richmond Club to Survey Advertising Study Facilities

The Richmond, Va., Advertising Club has appointed a special committee under the direction of Stevens Hughes, chairman, to make a complete survey of the facilities available in Richmond for the study of advertising and its allied activities. The committee will investigate the books on advertising and related subjects now contained in the City library and the courses in advertising and publicity offered by the schools and colleges of Richmond. The clubs will endeavor to establish at Richmond a full stock of authoritative information on advertising. An exhibit of advertising art by Richmond artists will be displayed in October or November, in line with the educational program of the Richmond club.

* * *

Win New York Club Golfing Honors

W. L. Jenkins and Gilbert C. Tompkins were winners at the fourth and last tournament of the Advertising Club Golf Association held recently at the Winged Foot Golf Club, Mamaroneck, N. Y. Mr. Jenkins won the Ralph Trier trophy for the best average low net for the four tournaments and Mr. Tompkins took the Frank Presbrey cup for the lowest net score in any of the four meetings.

* * *

San Diego Club Elections

John Lawrence Fox has been elected secretary-treasurer of the Advertising Club of San Diego, succeeding Charles Gurley who has held the post for the last four years. Edwin C. Johnson, managing vice-president of the Southern Title and Trust Company, and D. R. Minshall, sales manager of the Foster and Kleiser Company, have been elected to the board of directors of the San Diego club.

* * *

San Diego Bureau Appointments

Leland G. Stanford has been appointed counsel for the Better Business Bureau of San Diego, to succeed the late Lewis J. Utt.

Arthur C. Wells, manager of the bond department of the San Diego Trust and Savings Bank, has been elected to the board of directors of the Bureau.

* * *

R. H. Quinn, Director, Cincinnati Bureau

Ralph H. Quinn, business manager of the Cincinnati Post, has been elected a director of the Cincinnati Better Business Bureau.

National Bureau Recommends Care in Using Term "Doctor"

The National Better Business Bureau has recommended to advertisers that whenever the term "doctor" is used in medical advertising, or in advertising having to do with health, the specific doctorate of the individual referred to be identified in the copy. As a result of an investigation, the Bureau learned that the term "doctor" is sometimes used in an ambiguous and misleading fashion.

"It is our opinion," states a bulletin of the Bureau, "that the reader of an advertisement having to do with health which incorporates a statement attributed to a 'doctor' will infer that the individual so designated is an M. D. unless the doctorate is specifically indicated. In several instances, investigation of medical advertising has shown that individuals referred to as doctors were in fact divines, doctors of literature or had received degrees in some field unrelated to medicine."

* * *

Marquette University Adds Advanced Advertising Course

Marquette University, Milwaukee, has added an advanced course in advertising to night classes of its college of business administration. The course is under the direction of L. C. Smith, copy chief of Olson & Enzinger, Inc., and has the co-operation of the Advertising Club of Milwaukee, the Women's Advertising Club of Milwaukee and the Industrial Advertisers' Association of Milwaukee.

* * *

Salt Lake City Club Appoints Committees

The Salt Lake City Advertising Club has appointed the following committee chairmen: Educational, Henrik Romeyn; Better Business Bureau membership, John W. Gaser; advertising club membership, R. W. Jefferson; attendance, W. F. Anderson; speakers' committee, R. D. Standish; show, Roy W. Gardner, and publicity, Margaret Hackett.

C. E. McKay Joins J. R. Jones Sons & Company

C. E. McKay, recently advertising manager of the Gloudeeman Gauge Company, Appleton, Wis., has been made advertising and sales promotion manager of J. R. Jones Sons & Company, Kalamazoo, Mich.

Frank McCaffrey Now Sole Owner of Acme Press

Frank McCaffrey has bought out the interests of Jay F. Horst in the Acme Press, Seattle, Wash., and is now sole owner. The firm will continue to function under its incorporated name.

We Are Told to Stick to Our Story

CARRIER ENGINEERING CORPORATION
NEWARK, N. J.

Editor of PRINTERS' INK:

When I read your article entitled "Special Delivery Does Facilitate Plate Mailings" in the July 18 issue, I felt that many PRINTERS' INK readers, who, like myself, had pondered the somewhat perplexing question as to how to mail parcel post packages, would welcome this information.

But then followed a letter from C. Swayne in the August 8 issue, under the heading "Parcel Post Via Special Delivery and Special Handling," in which he takes exception to the accuracy of your statements, and succeeds in adding to the general confusion. Mr. Swayne states: "Special delivery stamps assure special messenger delivery of parcels at point of destination *only*. They have *no effect* at point of mailing or between cities."

I must disagree with Mr. Swayne. Had he made that statement prior to July, 1928, thirteen months ago, he would have been correct. But as new Post Office regulations have been in effect since July, 1928, in the interest of veracity I feel that PRINTERS' INK readers should know the correct status of parcel post special handling vs. special delivery.

Circular III, issued by the Third Assistant Postmaster General at Washington, D. C., July, 1928, states, in part:

"Special Handling—Parcels of fourth-class matter on which the special handling postage charge is prepaid . . . will receive the expeditious handling, transportation and delivery accorded to mail of the first class. . . . The special handling charge . . . does not include special delivery."

"Special Delivery and Special Handling—Parcels . . . on which the special delivery fee is prepaid . . . such fee being in addition to the regular postage . . . will receive the same expeditious handling and transportation as is accorded first-class matter and also special delivery at the office of address."

Boiled down, the difference is simply this—that two packages, one marked special handling and the other special delivery, to the same addressee, will travel from the office of receipt to the office of address on the same train, and both will be accorded first-class handling and transportation—but, the special handling package will then be delivered by regular delivery, whereas the special delivery package will go out almost immediately by messenger, and delivery is accordingly that much faster over special handling.

Another difference I have had pointed out to me by our local post office is in the event of a package received at the office of address weighing, say, thirty pounds, and marked special handling. Should this package arrive after the last departure of the day of the parcel post automobile, it will be held over until the next day, even though there is a regular first class carrier delivery

after its arrival, since, obviously, the carrier cannot be expected to add a thirty-pound package to the weight of his regular first-class mail, nor does he do so. And, should this package arrive a comparatively few minutes after the departure of the parcel post car, it would mean a delay in delivery of anywhere from twenty to twenty-four hours, which could have been averted had the package been sent special delivery.

The *only* rule to follow, then, if prompt delivery is of primary importance, is to mail *all* parcel post packages special delivery—not special handling.

PRINTERS' INK, therefore, can say with authority, regarding its July 18 article, "This is my story and I stick to it."

LESLIE P. HALE.

Appoint Cramer-Grasselt Agency

The Louis Allen Company, Milwaukee, electric motors, has appointed the Cramer-Grasselt Company, Inc., advertising agency of that city, to direct its advertising account. Industrial magazines and direct mail will be used.

The North American Seed Company, of that city, has also appointed the Cramer-Grasselt agency to direct its advertising account. Farm papers will be used.

Continental Oil Advances J. E. Moorhead

Joseph E. Moorhead, advertising manager of the Marland Oil Company which recently merged with the Continental Oil Company, has been made sales promotion manager of the merged companies. C. C. Warner, advertising manager of the Continental Oil Company, remains as advertising manager.

Leonard Hall Joins St. Louis Agency

Leonard Hall, recently sales manager of the Corno Mills Company, East St. Louis, Ill., has joined the Emery Advertising Company, St. Louis. He was, at one time, advertising and sales promotion manager of the Alfaco Milling Company, St. Louis.

Butter Account to Seattle Agency

The Consolidated Dairy Company has appointed Strang & Prosser, Seattle advertising agency, to direct the advertising of Darigold Sweet Cream Butter, sponsored by 6,500 dairymen in the State of Washington. Newspapers, outdoor and radio advertising will be used.

To Represent "Coast Banker"

The *Coast Banker*, San Francisco, has appointed Ernest C. Auld, publishers' representative, Chicago, as its representative in the Western territory.

The Little Schoolmaster's Classroom

CANADA Dry Ginger Ale, Incorporated, has for some time issued financial statements in simplified style—a style which, if the Schoolmaster remembers correctly, was set by the Corn Exchange Bank in New York. A financial statement has always been mostly a mystery to the Schoolmaster, as it seems to be to most people. To the uninitiated it is a welcome relief to come across such a statement as this one of Canada Dry, in which each item is explained in elementary terms.

For example, the first item on the statement is net sales. This, the statement explains, is "the amount charged customers for their purchases after deducting freight, breakage, etc." Next comes "cost of sales and expenses" which is explained thus: "This covers all expenses involved in the manufacture, distribution, selling and advertising of the company's products except depreciation."

Another interesting departure in this financial statement is that each item in the statement is accompanied by figures for the previous year as well as the present one. As a consequence, the Schoolmaster ventures the opinion that Canada Dry stockholders, and those of perhaps a half dozen or so other companies which follow a similar plan, know a great deal more about their company's financial progress and status than do security holders in those organizations which still issue financial statements that only a certified public accountant can comprehend.

George Belsey distributes General Electric refrigerators in Los Angeles. Mr. Belsey has worked out a novel method of instructing his salesmen in the fine points of this cooling device. Mr. Belsey's method consists of an adaptation of the old-fashioned "spelling bee." The salesmen are lined up and each one has a question fired at him in rotation. The questions bring up such points with regard to the Gen-

eral Electric refrigerator as: "What is the shelf area of the G-40 cabinet? What is the down payment on the RT-7 cabinet? How high are the legs on the G-55 cabinet? How long does it take to freeze ice in the P1-95?"

The salesman who cannot answer the question he is asked is forced to sit down and give the next man in rotation an opportunity to answer the same query. The man who is the last and sole survivor wins the bee.

The district representative for G.E., who reports the incident, says that the men have learned so much about refrigerators as a result of this plan, that "for months I have not been forced to talk about cabinets, cabinet construction, etc., to the salesmen."

"Your little tale about The Carter's Ink Company in your August 15 issue," writes Florence M. Griffin, advertising manager of The Standard Envelope Manufacturing Company, Cleveland, to the Schoolmaster, "reminds me of a story told by one of my young married friends. She lives—this friend of mine—in her husband's parents' house, which is somewhat old-fashioned, having a small mud-scraper on the corner of the top step of the porch. This is, of course, as old as the house and bears the instruction to 'scrape.'"

"Last week, this friend of mine answered the door and a young man promptly smiled and said: 'How do you do, Mrs. Scrape, do you use electric refrigeration in your home?' She was so overcome that she doesn't remember whether she told him yes or no. And to think that this was a research man!"

The Schoolmaster finds himself in hearty agreement with F. R. Kloman, advertising manager of the Corning Glass Works. He says that filled in names on form letters, with friendly or flippant

Convert Advertising Interest into Sales Action



Tell consumers—their interest in your product already won by national advertising—*where to buy it.*

Displaying your trade name and trademark continuously over dealers' doors, a Flexlume Electric Sign forges the strongest, most effective and economical link-up between advertising and sales.

Prominent advertisers, using Flexlumes, tell us that the "cash-in" cost on national advertising is the lowest they have ever experienced with any form of dealer co-operation.

Let us submit details of a plan, which, for a modest investment on your part, will prove the sales worth of this permanent form of dealer help. Write FLEXLUME CORPORATION, 2065 Military Road, Buffalo, N. Y.

*Sales and Service Offices in Chief
Cities of U. S. and Can.*



*Factories at Buffalo, N. Y., and
Toronto, Can.*

FLEXLUME ELECTRIC DISPLAYS

Here's a *proved* way to get more business!

The right premium will bring you *profitable* business. My clients have *proved* it. For over 20 years the largest mercantile and publishing houses using premiums have purchased goods through this office. Are you open-minded? Write for facts about premium advertising.

CHARLES P. HOLLAND
905 Woolworth Building, New York

*Now Sales Manager Premium Department for
fourteen nationally known manufacturers
making diversified lines for premium use.*

Multigraphing, Mimeographing, Mailing and Addressing Quality Output

Our ever-increasing list of satisfied clients proves that *service* is more than a slogan with us—it is a practice.

Our representative will be glad to help you solve your direct-mail problems at your convenience. No obligation of course.

BLAIR LETTER SERVICE
480 Lexington Avenue, N. Y. C.
Phone: Wickersham 0582, 0583

EXPERIENCED SALESMANAGER

with limited capital
to invest

Wanted, an experienced Salesmanager, with a small amount of capital, as associate to manufacturer of electric-motor-driven equipment. Must be qualified to organize sales force and obtain agents.

Experience must include direct-by-mail selling. This is an unusual opportunity for the man who can show a good record of past performance.

Phone Algonquin 1250 for appointment with Mr. Littlehale, Littlehale-Burnham-Fulton, Inc., 175 Fifth Ave., New York City.

greetings, look to him like obvious hypocrisy.

"One feels," he says, "that a clumsy attempt is being made to deceive the receiver into reading a letter on a basis of a falsely assumed personal interest."

That is well put. Nothing seems more clammy than a letter which has a salutation like "dear friend" or one in which the name of the addressee is typed in a pale purple and the salutation and body of the letter in midnight blue. At the Corning Glass Works they resorted to the happy expedient of a headline across the top of the letter which said, "Service Inquiry on Pyrex Insulators." No name or address was run at the upper left of the letter and no greeting. Returns took a phenomenal leap, running up to 66 per cent.

Mr. Kloman sends us a form letter which made a special hit with him. It comes from the Suggestion Plans Company, of Maywood, Ill. It says at the upper left: "This is just a circular letter for Attention of the President or General Manager, please." He thinks that with the possible elimination of the word "just" this offers a frank and ingenious way to escape the obvious hypocrisy of the filled-in name and greeting.

* * *

Marshall Field & Company have found a way to honor an employee of long standing with the company. There has recently been conducted, at the Chicago store, the "Coburn Fiftieth Anniversary Sale" of domestic bed-spreads, comforters, sheets and pillow cases, etc., in honor of A. J. Coburn, who has been with the store for fifty years and for forty-seven in the domestic department of which he is now in charge.

Recognition of long service in one's employ not only gives pleasure to the person so honored but also casts great credit on the company. It not only calls attention to the length of time which a company has been in business but also shows that the policies of the company inspire loyalty on the part of its employees.

A few weeks ago, the School-



THE Lydia E. Pinkham Medicine Company has been doing business with many newspaper publishers for more than forty years and today spends \$1,500,000 annually for newspaper space.

The Northeastern Advertising Agency enjoys not only the advantage of ample finances and credit but also the exceptional advantage of the successful experience in building the Pinkham business to one of the largest in America.

We feel that other companies will be prompt to take advantage of the successful Pinkham experience now available through the Northeastern Advertising Agency.

Northeastern Advertising Agency, Inc.

LYNN, MASSACHUSETTS

AN OPPORTUNITY for a Sales Manager

Half-century-old concern, manufacturing a product of recognized merit, requires a man of broad vision, who is a keen merchandiser, an organizer and an executive.

He must be capable of increasing the sales ability of the present staff of salesmen, of expanding present dealer organization, and of merchandising the line *beyond* the dealer to the user. He will be given ample advertising support, and every opportunity to do a thorough-going job.

The initial salary will be attractive and there will be plenty of room for growth. The location is a pleasant industrial town, one hour's drive from Pittsburgh.

Your first letter should contain complete information, including age, education, experience, present earnings; it will be treated confidentially and returned if desired. Address "G," Box 165, Printers' Ink.

Kellogg Peace Treaty

Excellent fac-simile reproduction direct from the original of both text and signatures. Suitable size for framing. Most timely good-will medium for customer distribution. Further particulars gladly.

The Frank Martin Company
Marshall Building Cleveland

are you a good idea salesman ? with time to spare ●

?

I'm looking for a man to **SELL ME** after he has seen me and talked to me at dinner. I am an individualist with a unique but sound advertising viewpoint (pictorial). This part-time idea man will see the people I can't!—he will enjoy it and reap some \$ if he is the right sort! Interesting?

Address "H," Box 267
Printers' Ink.

master received a letter from R. F. R. Huntsman, in which student Huntsman complained about the number of letters sent to Maine's summer residents by various businesses. Mr. Huntsman was curious to know how these business houses had obtained his name for their mailing lists. And the Schoolmaster ventured the guess that the names of Maine's summer residents are being supplied to retailers and others by the Maine Publicity Bureau.

Harrie B. Coe, manager of the State of Maine Publicity Bureau—who is also one of the Schoolmaster's students—rises in Class to protest against this remark. He says: "We have consistently and persistently refused to give out the names and addresses of people who write us in response to our advertising and who register with us at our main office after having come to Maine as a result of our efforts.

"I entirely agree with the Schoolmaster when he says that the summer visitor to Maine doesn't care to be made the object of a continuous and occasionally ill-advised advertising attack. That is the very reason why we have refused to give out these names. If any organization is furnishing these names, we would be very much interested in knowing who it is, as we entirely agree that 'it is wielding a boomerang which is likely to come home with an unexpected wallop.'"

Mr. Coe will surely be keenly interested in further information that has come to the Schoolmaster from Mr. Huntsman regarding advertising in Maine. Mr. Huntsman writes: "One cannot avoid 'being advertised to' (how is that for English?) here in Maine. The

EXECUTIVE ASSISTANT

Thoroughly trained newspaperman contemplates change; began as secretary to prominent publisher; absorbed detail and eventually assumed complete charge local, national advertising, merchandising, promotion; now Assistant Publisher, Business and Advertising Manager; 8 years with present employer; 15 years' experience; age 30; married; Christian; American; prefer New York or Jersey connection; excellent credentials; not a "job hunter." Newspaper, magazine or advertising agency position preferred. Address "N. R.," Box 168, P. I.

95.52%

OF LEADING NEWSPAPER appropriations

347 typical Printers' Ink subscribers invested a total of \$158,558,000 in national advertising in newspapers during 1928—95.52% of the total expended by the 411 leading advertisers included in the Bureau of Advertising list.*

A CIRCULATION ANALYSIS OF THESE 347 LEADING NEWSPAPER ADVERTISERS SHOWS

285 Major Executives

350 Sales Executives

413 Advertising and Sales Promotion
Executives

1024 Assistant Major Executives, Branch
Managers and Miscellaneous—

2072 readers in these 347 important concerns—more than six to an advertiser.

Printers' Ink Publications

*Estimates compiled by the Bureau of Advertising
of the American Newspaper Publishers Association

WANT AGENCY MAN with Investment for PACIFIC COAST

Strong, inside partner, 30 to 40, Agency trained, who can conceive campaigns, prepare copy and direct production much better than ordinary . . . to invest \$5,000 to \$10,000 in well-founded, small Agency in choicest section of America. Address

"J," Box 166, Printers' Ink

Who Wants A Man With "Stuff On The Ball"?

Advertising, sales promotion and mail order man wants position where productive achievement will be rewarded with \$ and ¢. Ten years solid background in planning, building merchandising campaigns and writing human interest copy that brings home the bacon. Have handled over 40 accounts. Will chief, plan, write copy, promote sales or contact. American; Christian; Age 36; salary "open." Address "E," Box 164, Printers' Ink.

Artists Looking For Advertising Man Who Is Looking For Artists

An organization of five free-lance creative artists in a city a few hours' ride from New York wants to make an arrangement with advertising man anywhere to do some of his artwork. In business eight years doing artwork for nationally known companies. Attractive proposition. Confidential.

Address "Y," Box 133, Printers' Ink

radio broadcasting from Boston and Portland is dripping wet with appeals covering a far wider range than from 'ships and shoes to sealing wax.' The stations seem to exercise much less control over the advertising than is done in New York."

* * *

The New Jersey Pharmaceutical Association held its fifty-ninth annual convention not long ago. At this meeting, the committee on publicity urged that the association employ a press agent to promote the interests of the group. Attention of the members was called to a State-wide high school essay contest on pharmacy previously proposed by the committee. Later during the meeting, a member presented \$50 which he had collected from those in attendance, \$25 to be offered as a prize for the best essay by a student of the New Jersey College of Pharmacy and \$25 to be offered as a prize to the high school student writing the best essay on the value of the pharmacist to the community.

The Schoolmaster has no doubt that this energetic campaign will make the New Jersey chain drug stores haul up the white flag. Such progressiveness will not be denied.

\$100,000 + in PRINTING

PRINTING SALESMAN

WITH AN ESTABLISHED CLIENTELE DOING A BUSINESS OF \$100,000 OR MORE IS WANTED BY A PROMINENT NEW YORK PRINTER SPECIALIZING IN DIRECT MAIL, COLOR AND JOB WORK OF THE HIGHEST TYPE.

LIBERAL DRAWING ACCOUNT, COMMISSION BASIS WITH POSSIBILITY OF STOCK INTEREST IN THE NEAR FUTURE.

CORRESPONDENCE ABSOLUTELY CONFIDENTIAL
ADDRESS "B" BOX 272 PRINTER'S INK

"GIBBONS knows CANADA"

J. J. GIBBONS Limited, Advertising Agents

Toronto.....Montreal.....Winnipeg.....Vancouver.....Hamilton.....London, Eng.
New York Office 2152 Graybar Bldg. Thomas L. Briggs, Manager for United States

Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost seventy-five cents a line for each insertion. No order accepted for less than three dollars and seventy-five cents. Cash must accompany order.

First Forms Close Friday Noon; Final Closing Saturday

BUSINESS OPPORTUNITIES

PHOTOGRAPHER—Well known commercial still and motion picture operator with complete equipment, will merge with photo-engraver or industrial plant. Box 485, Printers' Ink.

Seattle and the Pacific Northwest are showing marked developments in national accounts. An experienced advertising salesman who lives in Seattle and is familiar with the situation wishes to represent one or more publications in that territory. Box 480 Printers' Ink.

WANTED AT ONCE—Publishers' advertising representatives in the principal cities of the East and Central West, particularly Chicago, for high class trade magazine. Will furnish leads. Liberal proposition. W. R. Ewing, 830 7th St., San Francisco, Calif.

REPRESENTATIVES WANTED

Our advertising representatives make over \$150 commission monthly and handle other non-competitive books. Boston and Philadelphia territories are open for the right men experienced in automotive advertising. Write "The Ford Dealers News," 117 West 61st Street, New York City.

District Representatives to sell patented forms to banks and retail businesses. Write only if now selling printing or office supplies to established list of customers; our forms widely used in East; excellent opportunity for right man to add profitable side-line with assured reorder business. Return Address Company, 4401 Germantown Avenue, Philadelphia, Penna.

Something to Sell in New England

Product that would interest perhaps restaurants, banks, barber shops, drug stores for their own use or resale; would consider article salable to the housewife via salesmen; products must have a genuine appeal; repeat proposition preferred. E. S. MacGregor, Box 2559, Boston, Mass.

A Chicago Publisher with Thirty-five Years' Background and ample office and supervisory facilities desires to operate on a percentage basis, or purchase on attractive terms, a publication, the conduct of which calls for considerable direct-mail activity. Satisfactory testimonials as to ability, stability and other desirable characteristics will be forthcoming as required. Box 469, Printers' Ink, Chicago Office.

HELP WANTED

Advertising Representative

wanted for growing magazine. Familiarity with radio equipment field will help. Box 478, Printers' Ink.

We Are Seeking a Thoroughly Capable and Experienced Salesman to represent a Mid-Western Lithographing firm. Commission or profit-sharing arrangement. Replies confidential. Box 463, P. I.

WANTED: GOOD DESIGNER AND LETTERER.
HOWARD-WESSON CO.
Artists and Engravers
WORCESTER, MASS.

Salesmen—Experienced in Display Advertising Field—Wanted, to handle an established line of syndicated lithographed displays in South, Southwest and Central States. Commission basis. Write full particulars, territory covered and references. Box 472, Printers' Ink.

PRINTING PRODUCTION MANAGER: in medium-sized shop running night and day on better-class work. Schedule production, layout type, estimate jobs, etc. Needs be live-wire, thoroughly trained, resourceful printer. Opportunity with fast-growing house. Box 470, Printers' Ink.

PRODUCTION

Young man or woman thoroughly experienced in specifying right paper for direct mail, buying and checking engravings, photographs, art work, etc. Knowledge of estimating valuable. Position is with Newark printer. Answer in detail, giving age, experience, and approximate salary required. Box 466, Printers' Ink.

CLIENT SEEKS

Staff representatives of best type in cities of 100,000 up for business service related to production. Commissions attractive; field of prospects wide; "forty" not a bar; over 50% of prospects seen are definitely interested on first call. Exceptional men will find here the contact sought. Write definitely in confidence, if serious, to Whitten, Inc., 30 Newbury St., Boston.

Improve Your Position!

Agency-trained men alert to better themselves, as well as those seeking new positions (Christians, under 38) may enlist the confidential personal service of Walter A. Lowen, formerly with Calkins & Holden and other shops. Mr. Lowen enjoys the confidence of New York's leading agencies, whom he has served since 1920. Salaries range up to \$25,000. Exceptional applicants confidentially bulletinized in a unique manner without charge unless successfully placed. Call in person, 9-2 P. M. Vocational Bureau, Inc., 105 W. 40th Street.

LITHOGRAPHIC WINDOW and STORE DISPLAYS Representative Wanted to continue the New England representation of an old-established nationally known New York Organization. Excellent Opportunity for the individual selected. Our own salesmen know of this advertisement. Give full details in your letter. Box 471, P. I.

EXECUTIVE SERVICE

Corp., 100 E. 42nd St., New York
Solicitors, Mag. \$2500 to \$5200
Advertising Mgrs. \$5200
Publicity \$4000
Executive Sales Mgr. \$6000
Phone Ash. 6000 (Agcy.)

DIRECT MAIL

for Newark printing company. We want a young man or woman who can write good copy, make layouts, and possesses sound merchandising sense. The person we are looking for may now be employed in an agency where the outlook is not bright. This is a splendid opportunity for a zealous and able worker. Write in full detail. Box 467, Printers' Ink.

MALE OR FEMALE

Artist with retail experience and some commercial art training wanted by leading Cincinnati Department Store. Qualifications: ability in drawing furniture, home furnishings, shoes, accessories—if some talent in fashion figures, so much the better. In replying state age, experience, training. Salary to start \$45 or \$50 depending on amount of experience, etc. Plenty of opportunity and future. Box 481, P. I.

A. K. OSTRANDER

(Agency)

PLACEMENT SPECIALISTS

505 Fifth Ave., New York City

COPY-CONTACT MAN—25-35 years. Experienced textiles. \$6,000.

SPACE BUYER—Full charge. \$5,200.

SALES PROMOTION MAN—With experience in appointing building material dealers. \$3,600 up.

COPY CONTACT JUNIOR—\$3,300.

A personal interview is necessary.

Assistant Advertising Manager

Large chain organization seeks a man of 30-35 years, who has had unquestioned success in all phases of preparation of newspaper and direct-by-mail advertising (agency and food products experience preferred) over a period of at least 5 years. Must have education, tact, and personality of the kind which will carry conviction. Not more than \$5,000 to start. Full details of experience, education, salary and photo to Box 484, Printers' Ink.

SALESMAN WANTED

by large printing corporation that is planning an expansion of its business. Doing high-grade advertising color and publication printing. A drawing account against earnings will be arranged. Present sales force have been advised of this advertisement. State experience, annual sales, age. Replies will be held in strict confidence. Box 464, Printers' Ink.

AAA1. Nationally known organization requires three salesmen, one in Atlantic Seaboard, two in Middle West to form nucleus of new Division, marketing recently developed product to shoe manufacturers. Thorough knowledge shoe manufacturing essential, established sales contacts with shoe manufacturers desirable. Salary \$3,000 to \$3,500 per year and traveling expenses BUT limited to men capable of substantially raising their earning power above that range. Give outline of education and business background, age and other pertinent information. Applicants must be available for interview by September 18th. Box 483, P. I.

POSITIONS WANTED

SALES PROMOTION SPECIALIST—15 years' advertising and selling experience qualifies me to create a profitable new sales promotion department or revitalize an old one. Box 475, P. I.

YOUNG WOMAN—College graduate, pleasant, keen mind. Expert steno, familiar all phases advertising. Some copy work. Prefer Chicago. Valuable adv. assistant. Box 477, P. I., Chicago Office.

AN EXCEPTIONAL SECRETARY

Young woman with brains, education, experience; an expert stenographer; can be a real help to a busy executive. \$50. Box 491, Printers' Ink.

EDITOR AND MARKET ANALYST, now employed desires connection with trade paper or house organ. Seasoned public speaker. Forceful writer. College graduate. 30 years old. Box 486, P. I.

Free Lance Artist

wants either desk room in return for work or part-time position. Box 474, care of Printers' Ink.

WANTED by an intelligent well-educated exceptional all-round printer position as an assistant advertising man, a buyer of printing for a large corporation, a teacher of printing, or to take charge of a private printing plant or small very high-class print shop. Box 482, P. I.

Trade Paper Executive seeks connection as advertising representative or assistant to publisher. Years of experience selling space in trade and class journals. Familiar with every phase of magazine production. Would also consider New York representation of Western papers. Box 476, P. I.

Printing Production Man, Estimator, Buyer for Publisher, Advertising Agency. Practical executive with wide experience. Extensive knowledge Costs, Paper, Type, Printing, Reproduction Processes. Has reputation for exceptional records of accomplishments. College education, references. Box 473, Printers' Ink.

VISUALIZER—Young woman with agency experience, ability to create striking layouts and develop them into finished art and a thorough knowledge of production. Box 490, Printers' Ink.

Copy and Idea Man

Young university graduate, 5 years' experience, desires position with agency or advertiser. Box 487, P. I., Chicago Office.

SALESMAN—10 years with leading textile journal. Familiar with buying habits of all divisions of textile and allied industries. Extensive acquaintance among buyers of advertising to reach these groups. Box 492, Printers' Ink.

I HAVE HELD THREE POSITIONS: Assistant to Production Manager of Mail-Order House. Production Manager of 4A Agency. Assistant Advertising Manager of an Export Company. I want a chance to write copy. Box 493, Printers' Ink.

College Graduate—25, with 2½ years' sound business training—seeks position as assistant to sales or advertising manager. Knows direct-by-mail, production, copy and layout. Good correspondent. Available almost immediately. Box 468, P. I.

ADVERTISING SALESMAN

Nine years' successful experience in New York and adjacent territory with two trade publications. Full particulars submitted on request. Age 33. College graduate. Box 489, Printers' Ink.

PHOTOGRAPHER—Well-known Pictorial, Commercial Adv. still and motion-picture operator will consider proposition from reliable publishers or others interested in securing unusual illustrative photography. D. J. Goff, 3668 South Michigan Avenue, Chicago.

Advertising Assistant, 25, seeks connection with a reputable organization in or around New York. He sets forth character and capacity for hard work as his chief qualifications. College graduate. Three years' experience. Selling propositions not solicited. Box 479, Printers' Ink.

ROOM NEAR THE TOP!

For several years a young man, now 30, has been knocking at the door of management in his organization. He is ready to move into another organization where an opportunity of the right kind is open. More than 10 years' experience in trade-paper publishing, advertising, editorial, copy writing, selling, sales management. A rather thorough and varied training that should be worth considerable to the right company. Box 465, Printers' Ink.

Copy—Plan—Layout Man

Long, intensive experience in national, mail-order and direct mail; concise sparkling copy; thoro, thoughtful, practical and productive plans; excellent visualization ability; fund of ideas; energetic and reliable contact man or executive. Now available for agency or manufacturer, seaboard or Mid-West. Age 38, fine record and references. Start \$6500. Box 488, P. I.

EXECUTIVES who have formed the habit of getting all the information possible before tackling new sales and advertising problems keep files of **Printers' Ink and Printers' Ink Monthly**.

To make these files more accessible we sell binders at cost. The Weekly binder holding seven to nine copies \$1.25, postpaid. Monthly binder holding six copies \$2.00, postpaid. These binders are an attractive addition to any desk or library.

Printers' Ink Publications
185 Madison Ave. New York



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OUR OWN HOME

"Where the Latch-string is always out"

1230 W. Washington Blvd., Chicago



Prairie Farmer Gives Double Service in Its Territory

By adding radio to its working tools, Prairie Farmer has doubled its service to the farm families in its field. An ideal combination: More than a quarter of a million Prairie Farmers in R.F.D. mail boxes every Saturday—broadcasting daily over its own radio, WLS, conceded the only exclusive agricultural station in the country.

Through the printed word in Prairie Farmer and the spoken word over the "Voice of Agriculture," Prairie Farmer's editorial and radio staffs bring news, information and entertainment to a loyal and responsive family that spends a billion and a half dollars every year.

No other farm publication offers equal facilities to the advertiser.

**PRAIRIE FARMER—Chicago**

BURRIDGE D. BUTLER, Publisher

CHARLES P. DICKSON, Adv. Mgr.

J. E. EDWARDS, Associate

TWELVE-YEAR STORY

During the past twelve years Chicago Tribune circulation on week-days gained nearly as much every twelve months as the next* Chicago newspaper gained in the entire 12-year period.

Total Average Circulation, July, 1929:

Daily, 854,893; Sunday, 1,107,469

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